DOCUMENT RESUME

ED 288 079 CE 049 042

TITLE The Challenge of Change. Annual National SOICC Conference Summary (10th, Portland, Oregon, July 27-30, 1987).

INSTITUTION National Occupational Information Coordinating Committee (DOL/ETA), Washington, DC.; Oregon Occupational Information Coordinating Committee, Salem.

PUB DATE Jul 87

NOTE 75p.

PUB TYPE Collected Works - Conference Proceedings (021) -- Viewpoints (120) -- Reports - Research/Technical (143)

EDRS PRICE MF01/PC03 Plus Postage.

DESCRIPTORS *Career Counseling; Career Development; *Career Education; *Career Guidance; *Computer Oriented Programs; Delivery Systems; Educational Needs; Educational Trends; Futures (of Society); *Information Networks; *Occupational Information; Postsecondary Education; Professional Associations; Secondary Education

IDENTIFIERS Occupational Information System

ABSTRACT

This document contains summaries of 43 presentations given at the state Occupational Information Coordinating Committee (SOICC) conference: "DoD Career Information Resources" (Wright, Sellman); "Public Relations in a Changing Political Environment: Strategies for SOICCs" (Walker); "Updating Career Exploration and Educational Planning" (Winefordner); "Micro-OIS Enhancements" (Slack et al.); "Financing Strategies When Money Is Tight" (David); "Packaging, Support and Partnership: Keys to Funding" (Thomas); "Planning for the Future: Simulation Modeling" (Harris); "Naval Reserve/Civilian Training Project" (Ollis et al.); "The Future Is Now: Electronic Telecommunications" (Lloyd, Wagner); "National Career Development Association" (Brown); "American Vocational Association" (Hollenback); "Association of Computer-Based Systems of Career Information" (Hawker); "International Association of Personnel in Employment Security" (Gladden); "NOICC: Planning for the Next Five Years" (Lester et al.); "Career Choice Isn't What It Used to Be" (Gelatt); "An Exercise in Communications and Understanding in the Workplace" (Terry); "Students' Biggest Decisions" (Garcia); "Report on Training Workshops: Using Labor Market Information in Career Exploration and Decision Making" (Lloyd, Benshoff); "Use of Data by Vocational Education and Job Training Partnership Act" (Parker); "Use of Labor Market in JTPA Planning" (Frazier); "Regional Planning and Identification of Demand Occupations" (Froeschle); "Implementation of 'The LMI System' in Ohio" (Sommers); "Status Report: Microcomputer Based Occupational Projection System" (Ahlstrom); "Progress Report: The National Assessment of Vocational Education" (Muraskin); "Task Force on Education Reform" (Amico); "Career Information and At-Risk Populations" (Henderson); "Why Are Career Information Systems Effective with At-Risk Youth?" (McKinlay); "What Counselors Need to Know Now and Tomorrow" (Crow); "The Colorado/Utah Test" (Harris); "The Florida Occupational Identifier Project" (Bruce); "The Alaska Experience" (Saddler); "BLS U.I. Coding Reaction" (McElroy); "SIC

Revision" (McElroy); "From the Labor Market to the Classroom: A Model of Curriculum Development, Implementation and Evaluation" (Olson, Sherer); "National Guidelines for Career Guidance Standards" (Steele, DeRemer); "Jobs 2000 AD" (Flores); "New Developments in Career Information Delivery Systems" (Washbon et al.); "At-Risk Populations" (Kutscher); "Use of Data by Economic Development Business Expansion/Contraction Data and Economic Development" (Lynch); "Meeting the Labor Market Information Demands of Economic and Industrial Development Requests in Maine" (Fongemie); "Missouri Economic Development Information System" (Raithel); "Congressional Perspective on Education and Training: "How to Meet the Challenge of Change" (Tompkins); and "Planning for the Managing Change: New Demands, New Directions" (Lester). (KC)

**********
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
**********

## PREFACE AND ACKNOWLEDGEMENTS

The Tenth Annual National SOICC Conference was held at the Red Lion Inn, Portland, Oregon on July 27-30, 1987 and hosted by the Oregon State Occupational Information Coordinating Committee (SOICC). The meeting was jointly sponsored by the Interstate Conference of Employment Security Agencies-Labor Market Information Directors (ICESA) and the National Association of State Career Development/Guidance Supervisors (NASCD/GS).

The plenary sessions all focused on the theme, "The Challenge of Change." These proceedings contain a summary of presentations, tenth anniversary awards, attendance list, exhibitors, and a copy of the conference program. The presentations are organized by the day and time presented.

The conference program was planned by a committee consisting of the following people from the NOICC/SOICC Network, the NASCD/GS and ICESA: Nancy Hargis, Oregon SOICC; Randy Williams, Kansas SOICC; James McFadden, Delaware SOICC; Chuck Mollerup, Idaho SOICC; Mary Louise Simms, Alabama SOICC; Mary Beth McCormac, NOICC; Jim Woods, NOICC; Joyce Cook, NASCD/GS; Gertrude Bonaparte, NASCD/GS; and Gary Crossley, ICESA. We appreciate the time, thought and energy provided by the planning committee, especially that of Nancy Hargis and the Oregon SOICC.

All the presenters, particularly Dr. H. B. Gelatt, the Keynote speaker, deserve to be acknowledged. The conference evaluation revealed that many of the concurrent workshops provided valuable information. The participants also enjoyed the opportunity to learn more about personality styles and how these types function in the workplace, thanks to the valuable contribution of the small group facilitators. The NOICC/SOICC network appreciated the efforts of all who worked to make the Tenth Anniversary National SOICC Conference a success.

JULIETTE NOONE LESTER
Executive Director
National Occupational
Information Coordinating Committee

TABLE OF CONTENTS


Summary of Presentations

DoD Career Information Resources ..... 1

Public Relations in a Changing Political Environment: Strategies for SOICCs ..... 1

Updating Career Exploration and Educational Planning ..... 2

Micro-OIS Enhancements ..... 2

Financing Strategies When Money Is Tight ..... 3

The Responsibility Is Ours ..... 3

Packaging, Support and Partnerships: Keys to Funding..... 3

Planning for the Future: Simulation Modeling ..... 4

Naval Reserve/Civilian Training Project ..... 5

The Future Is Now: Electronic Telecommunications ..... 5

Professional Associations: Assistance for the Future ..... 6

National Career Development Association ..... 6

American Vocational Association..... 7

Association of Computer-Based Systems of Career Information..... 7

International Association of Personnel in Employment Security ..... 8

NOICC: Planning for the Next Five Years ..... 9

Career Choice Isn't What It Used to Be .....10

An Exercise in Communications and Understanding in the Workplace .....11

Students' Biggest Decisions .....12

Report on Training Workshops: Using Labor Market Information in Career Exploration and Decision Making .....12

Use of Data by Vocational Education and Job Training Partnership Act....13

Use of Labor Market Information in JTPA Planning .....13

Regional Planning and Identification of Demand Occupations.....14

Implementation of "The LMI System" in Ohio..... .....14

Status Report: Microcomputer Based Occupational Projections System ....15

Progress Report: The National Assessment of Vocational Education .....16

Task Force on Education Reform .....17

Career Information and At-Risk Populations .....18

Bridging the Gap ..... 18

Why Are Career Information Systems Effective with At-Risk Youth?.. 18

What Counselors Need to Know Now and Tomorrow ..... 19

Occupational Identifier Code on Wage Record ..... 20

The Colorado/Utah Test ..... 20

The Florida Occupational Identifier Project ..... 21

The Alaska Experience ..... 21

BLS U.I. Coding Reaction ..... 23

SIC Revision ..... 24

From the Labor Market to the Classroom: A Model of Curriculum Development, Implementation and Evaluation ..... 24

National Guidelines for Career Guidance Standards ..... 25

Jobs 2000 A.D. ..... 26

New Developments in Career Information Delivery Systems ..... 26

At-Risk Populations ..... 27

Use of Data by Economic Development ..... 28
Business Expansion/Contraction Data and Economic Development ..... 28
Meeting the Labor Market Information Demands of Economic and Industrial Development Requests in Maine ..... 28
Missouri Economic Development Information System ..... 29
Planning for and Managing Change: New Demands, New Directions ..... 30

Tenth Anniversary Awards

National SOICC Conference Attendance List

1987 National SOICC Conference Exhibitors

1987 National SOICC Conference Program

# SUMMARY OF PRESENTATIONS

## DoD CAREER INFORMATION RESOURCES

Gregg J. Wright and Dr. W. S. Sellman

1. Military Career Guide -- A major revision to add officer occupational information to this document was completed in the spring for publication early in 1988.

2. Military Career Paths -- A book, describing officer and enlisted career progression patterns, will be completed this fall for publication early in 1988.

3. Military Occupational and Training Data (MOTD) -- The MOTD, reference source for military occupational information for developers of career information delivery systems (CIDS), was most recently updated for CY 1986 and distributed in the Spring of 1987.

4. Use of ASVAB in CIDS -- The feasibility of using Armed Services Vocational Aptitude Battery (ASVAB) scores as input for CIDS aptitude factors, in place of user self-ratings, was established in a recent study. A pilot implementation will take place this fall in Florida.

5. Exploring Careers -- A new career exploration workbook that is provided to each student who takes the ASVAB as part of the DoD Student Testing Program, was distributed in early 1987.

6. ASVAB Revision -- New forms of ASVAB (Forms 18 and 19) are being developed for use in the DoD Student Testing Program beginning July 1, 1989. A survey of high schools will be conducted in the fall of 1987 to obtain user input on the design of the ASVAB guidance resources that will be developed for use with the new test form.

7. Military-Civilian Occupational Research -- Research involving military and civilian occupational classification systems has produced crosswalks between military systems and the Dictionary of Occupational Titles (DOT), Occupational Employment Statistics (OES), Census, Standard Occupational Classification (SOC), Classification of Instructional Programs (CIP), and Office of Personnel Management (OPM) systems. In addition, a crosswalk between DOT and previously unrelated CIP codes was completed.

## PUBLIC RELATIONS IN A CHANGING POLITICAL ENVIRONMENT: STRATEGIES FOR SOICCs

Mary Margaret Walker

Public relations is the process of creating a climate in a community so that your organization and its programs and goals are known, understood and supported. It informs audiences of trends, developments and decisions affecting them.

UNDERSTANDING THE MEDIA. The basic functions of the media are to report and interpret the news and to entertain. Editors choose stories based on what they think their audiences are already interested in, what they might be interested in and what they think they should know.

Reporters depend on outsiders for the information for their stories. Newspaper reporters are looking for stories that will get them on the front page, while television and radio news reporters want stories that will be at the top of the show. Wire service reporters want stories that will be picked up and used by their subscribers, including newspapers as well as radio and television stations.

WHAT'S NEWS AND WHAT'S NOT. A story that is newsworthy will capture the interest and attention of the audience. Changes and trends that affect a significant number of people are news. Studies and reports can be big news, if the findings affect many people or if they in some way add to what is already known about a particular situation that affects a large number of people.

COLLATERAL MATERIALS & MEDIA LISTS. An organization that is planning to deal with the public through the media must have written materials describing the organization and what it does. Fact sheets should be on letterhead stationary, and they must be well-written, polished and professional.

WRITING PRESS RELEASES. Press releases should only be issued when there is news or a possible newsworthy story to report -- any decision, action, plan or program that affects or would interest readers or an audience. Press releases must be written with the most interesting or important part in the first paragraph. There are basically two types of press releases -- one contains a news story and the other is designed to tip-off a reporter to a possible story. If the release is a news story in-and-of itself, it should include quotes from an appropriate person such as the SOICC director.

OP-ED PIECES. An op-ed piece is submitted to the editorial page editor. It should run about 1,000 words and address an issue that has been (or should have been) recently covered by the paper. A cover letter to the editorial page editor should accompany it, explaining why the issue is important.

RADIO & TV TALK SHOWS. Other possibilities include local TV and radio talk shows. The best approach is to write a letter to the show's producer, emphasizing the importance of the issue to the program audience. Enclose fact sheets about the organization and a biography of the person that is being suggested as an appropriate individual to discuss the issues on the show. The letter should not come from the individual who would appear on the program.

## UPDATING CAREER EXPLORATION AND EDUCATIONAL PLANNING

David Winefordner

The changes being made in the revision of the AEL Career Exploration and Planning Program were reviewed. The presentation included how these materials can be used with state CIDS and other career exploration programs.

## MICRO-OIS ENHANCEMENTS

Rod Slack, Jim Woods, Pam Frugoli

A demonstration of the microcomputer Occupational Information System (Micro-OIS) incorporating two new modules, the Training (School) Directory and the Occupation-Industry Directory was given. The demonstration emphasized how

these modules have enhanced the system's usefulness for program planning. The School Directory menu allows users to access: 1) Schools that offer a given training program; 2) All training programs offered by a given school; or 3) All schools in a given geographic area.

The Occupation-Industry Directory lists the major industries employing significant numbers of workers in specific occupations, and can also provide the name and address of employers in those industries, by size class (if these data are available). This information is useful for job placement, program design and development of on-the-job training slots.

## FINANCING STRATEGIES WHEN MONEY IS TIGHT

### THE RESPONSIBILITY IS OURS
Robert E. "Jack" David

The new environment is that big government is <u>out</u>, and local initiative is <u>in</u>. Survival and success are no longer in the hands of a benevolent federal government. What happens to you and me is up to us.

What strategies can we employ when money is tight? We must accept the fact that money is going to remain tight and learn to work smarter. We have to say, "Senator, here's how much it's going to cost and here's what you're going to get for your <u>investment</u>." Show your legislators how you are filling a market niche through your services.

Three points should be made:

-- KNOW YOUR LEGISLATORS and DECISIONMAKERS.

-- MARKET YOUR SERVICES and PRODUCTS LIKE A BUSINESS.
A "Sales" kit that tells your story (including newspaper clippings, letters from users etc.) is helpful. Also, videotapes can help to tell your story.

-- FIND a NEED and FILL IT!

### PACKAGING, SUPPORT AND PARTNERSHIP: KEYS TO FUNDING
Glenn Thomas

Glenn Thomas briefly discussed three critical areas of the funding mix for the Florida Center for Career Development which had applicability to the participants:

1. Governmental funding and "Practical Politicking."
2. Product packaging and pricing for maximum sales impact.
3. Business/private sector support via advertising, inkind, etc.

A brief overview of the Center's funding concerns and strategies was followed by the presentation of a draft "Primmer for Practical Politicking." Participants were given this document and a few explanatory comments were made. Of substantial concern to participants were mechanisms to start the process, ways to deflect criticisms that their superiors were circumvented and

whom to contact. Within this context, it was stressed that legislative aides often find themselves in need of specific information on short notice and that often SOICCs have the needed answers.

Marketing, product packaging and pricing strategies are becoming increasingly important to governmental or not-for-profit organizations as their consumers become more innundated with commercial goods and services. Consumers expect to be informed about well-designed and attractively produced sources of information, and they are willing to fiscally support such efforts. Within many of the SOICCs and CIDS, this production and marketing of computerized, microfiched or paper copy is a source of recognition and revenues. Often the same information base can be tailored to specific groups, repackaged and sold as various products. This reuse also facilitates update and transference processes. Tangible, attractive and useful products convey the organization's purpose and increase its recognition with each use. Marketing concerns begin during product conceptualization and cannot end until the services associated with the evolving product end.

Often there are concerns in the business/private sector community that parallel those within the education/training/employment community. These concerns may revolve around providing accurate information about occupations to potential employees who are now students or perhaps students as consumers of education, training or employment systems. Many of the student-oriented publications produced by CIDS/SOICCs are applicable to "partnership funding" or corporate sponsorship. Several states produce tabloids containing occupational and educational information which are distributed at no charge to select populations. The private sector often provides full or partial monetary support through paid advertising for these activities. The business community can also assist with inkind contributions of graphics, typesetting, and/or distribution support.

## PLANNING FOR THE FUTURE: SIMULATION MODELING

Dr. James Harris

The purpose of this presentation was to show established ways to better analyze typical SOICC data that are not generally being used within the NOICC/SOICC network at this time. Of the hundreds of ways to analyze data, three were presented.

1. Curvilinear Regression. This technique shows how a relationship between variables can be identified and an estimate of the influence of outside variables can be determined. This procedure can answer the question "Is there a pattern or trend in information relationships?"

2. Linear Programming. This procedure identifies optimum (maximum or minimum) solutions to issues using mathematical modeling in one of its simplest and crudest forms. This procedure answers questions such as "Given a set of conditions, what are the maximum results we can expect?"

3. Mathematical Simulation. This process demonstrates one of the more sophisticated approaches where an environment can be manipulated in

theory without disrupting actual operations. This procedure answers "what if we do this" questions.

These approaches to using data were discussed using examples in the LMI area. Examples included the following questions:

How is placement related to the number of available jobs?
What training program mix for an area vocational school (or region or state) produces the maximum number of job placements?
What would happen to completion rates if we increased the number of counselors in a school?

(Copies of handouts and a detailed outline of this presentation are available on request from the Oregon SOICC.)

## NAVAL RESERVE/CIVILIAN TRAINING PROJECT

Dr. Harvey Ollis, Captain James Carter,
Dr. Robert Rittle, Fritz Fichtner

Dr. Harvey Ollis introduced the session by describing the NOICC/Naval Reserve project which will produce a computerized inventory of civilian training opportunities related to Navy occupations. Captain James Carter of the Naval Reserve described how the use of civilian training resources can assist the Naval Reserve in meeting present and future manpower and training requirements. He identified the key objectives of the project, including:

- identify civilian vocational training resources related to Navy occupations
- identify institutions within 50 miles of each Naval Reserve Center that have programs related to Navy occupations
- develop software to provide convenient access to the above information

Dr. Robert Rittle then described the software and data base being developed. He described how users (local Reserve Center training officers) would use the system and the reports they could receive. Fritz Fichtner concluded the session by describing the value of the project from the state perspective. Pennsylvania is one of four states pilot testing the system in 1987, along with Delaware, New Jersey, and Texas. He described how the project was a productive application of data from Pennsylvania's Micro-OIS Training Directory and that it may increase the use of local civilian training programs. Mr. Fichtner noted that the project focused on the cooperative use of occupational and training data -- one of the missions of the NOICC/SOICC network.

## THE FUTURE IS NOW: ELECTRONIC TELECOMMUNICATIONS

Valerie Lloyd, Judy Wagner

About 450 vocational education personnel throughout the U.S. belong to the ADVOCNET electronic telecommunications network managed by the National Center for Research in Vocational Education (NCRVE). The commercial vendor of telecommunications services for ADVOCNET is Dialcom, Inc. To conduct a field

test of its Electronic Telecommunications Network (ETN), NOICC has purchased "mailboxes" in ADVOCNET for all SOICCs.

This workshop provided a review of the current user-friendly Dialcom system including a User Guide, Quick Reference Guide, and on-line tutorial LEARN. Information was presented about news lines and a bulletin board service, TRADEPOST, available through ADVOCNET. First-time users should expect to spend considerable time and effort on getting the requisite components operational and interfaced: 1) computer terminal; 2) modem; 3) communications software; 4) word processing software; and 5) Dialcom system documentation. Technical assistance for first-time users to configure the various brands of these components is available from NCRVE (800) 848-4815 or Dialcom (202) 488-0550.

A few basic guidelines were stressed: 1) compose all messages off-line--do not compose or edit on-line; 2) download and store all messages off-line--do not use on-line storage; 3) purge all messages and files at least weekly; and 4) always sign OFF at the system prompt (>) at the end of each on-line session.

Current uses of the ETN at NOICC include: 1) electronic messages; 2) field communications via Administrative and Information Memoranda; and 3) project communications and documents transmission. Potential applications include: 1) communication with other systems (such as the Employment Service's MCI Mail); 2) bulletin board; 3) forms (surveys) completion and tabulation; and 4) database transmission. Only about half of the SOICC's currently use the ETN. Since use of ETN by the NOICC/SOICC network is expected to grow and new applications to develop, all SOICC's are encouraged to start using this new technology.

## PROFESSIONAL ASSOCIATIONS: ASSISTANCE FOR THE FUTURE

### NATIONAL CAREER DEVELOPMENT ASSOCIATION
Dr. Duane Brown

The National Career Development Association was founded in 1913 as the National Vocational Guidance Association. Currently, it has 6100+ members and is engaged in numerous activities designed to advance career development research and practice. These include the publication of the Career Development Quarterly, which is the career development journal with the largest circulation, a renewed emphasis upon legislation and government relations in general, leadership training, and an active program to produce quality publications.

This year we are beginning the celebration of our 75th anniversary, a celebration that will culminate in 1988. The highlight of this commemoration will be a conference scheduled for January 13-15, 1988 in the Grosvenor Resort, Orlando, Florida. The theme for this conference, "The Transformation of Work and Workers," will be carried out in five major addresses and 35 theme sessions. A survey focusing on Work in America has been commissioned, and George Gallup, Jr. will deliver the results in the keynote address. Deputy Secretary of the Department of Labor, Dennis E. Whitfield, will discuss the USDOL Workforce 2000 initiative in the closing address. The special issues of women, minorities, and the handicapped will be addressed, as well as such traditional concerns as decision making, assessment, and career counseling.

## AMERICAN VOCATIONAL ASSOCIATION
Dr. Bill Hollenback

Dr. Bill Hollenback, Vice President of the American Vocational Association's Guidance Division, described the programs and services of his Division and AVA in general. He discussed the AVA role in preparing for the reauthorization of the Carl D. Perkins Vocational Education Act and stressed the importance of SOICC involvement in AVA and the Guidance Division.

## ASSOCIATION OF COMPUTER-BASED SYSTEMS OF CAREER INFORMATION
Sally Hawker

The ASSOCIATION OF COMPUTER-BASED SYSTEMS FOR CAREER INFORMAITON (ACSCI) is a national professional organization for the advancement of career information. It was formed in 1978, and its members work to advance the use and improvement of career information, information technology, and service to users through standards, training, public information and technical assistance. ACSCI membership is made up of independent, state agency and State Occupational Information Coordinating Committee (SOICC)-based organizations that operate computer-based career information delivery systems (CIDS) across the country. Members also include the developers and vendors of career and guidance software and hardware and researchers, administrators and counselors.

ACSCI provides a unique forum and resource to SOICC's in their effort to meet the mandate of assuring the delivery of career information in each state. It is the only professional association directly concerned with the complexities of choosing, developing, maintaining and financing a career information delivery system. ACSCI is involved in an onging effort to define and promote standards of quality and effective delivery of career information. For over a decade, it has been active in developing, refining, and disseminating its Standards for Computer-Based Career Information Systems. These standards have become the accepted guide to quality for developers and operators of systems and also help agencies that use systems to assess their quality. ACSCI has also worked with the National Occupational Information Coordinating Committee (NOICC) to explore standards and guidelines for the development of this information.

There is growing NOICC/SOICC involvement and membership in ACSCI because:

* ACSCI addresses current issues in career information delivery through research and technical assistance;

* ACSCI provides direct assistance in the implementation and use of a computer-based system;

* ACSCI provides clearinghouse services for information on career information development, delivery and technology;

* ACSCI sponsors regional workshops and national conferences. For four years, regional workshops have been sponsored by ACSCI and, with NOICC support, have brought together SOICC and CIDS staff who

share common geographic, data, delivery and fiscal concerns. ACSCI holds an annual national conference in conjunction with the American Vocational Association Convention;

* ACSCI works with other professional associations to lobby for legislation of concern to the field of career information and guidance. ACSCI also provides input on career information development and delivery to the programs of related associations;

* ACSCI recognizes and awards outstanding work in the field of career information delivery.

To encourage the growing awareness and appreciation of our common goals, the ACSCI Board of Directors has approved a new membership category tailored to the special SOICC-CIDS relationship. The structure provides for joint membership of a SOICC and CIDS that are working together, SOICC membership independent of a state CIDS at a special rate, and SOICC membership in a state without a CIDS at the same special rate. The new SOICC members will be represented by the position on the ACSCI Board of Directors.

Further information on membership and fees is available from the ACSCI Clearinghouse, 1787 Agate Street, University of Oregon, Eugene, Oregon 97403, (503) 686-3872.

## INTERNATIONAL ASSOCIATION OF PERSONNEL IN EMPLOYMENT SECURITY

Kenneth T. Gladden

Members of the National and State Occupational Information Coordinating Committees have the opportunity to become active members of the International Association of Personnel in Employment Security (IAPES) and are strongly urged to do so. IAPES is comprised of 24,000 members worldwide representing all aspects of the employment-related field. It is the one professional association that allows interaction among all of the players.

There are numerous benefits in being an IAPES member, and a few of the key areas are listed below. First are the obvious social benefits of meeting and exchanging ideas with other members on an informal basis. Next, as appropriate for a professional association, educational benefits are heavily emphasized. Grants to take courses for up to $125 are available to members on a bi-annual basis, and additional money is provided for group grants and educational institutes. Now being developed are a series of manuals and tests as a part of an intensive professional development program to be offered to all members. Third, a substantial awards program to recognize outstanding individual and group achievement is supported and promoted by IAPES. Another benefit of a membership in the association is publicity. Vehicles such as the national "IAPES News," state chapter newsletters, and press releases all serve as excellent means of communication for the Association. Finally, a major area of concentration is legislative activities. Maintaining open communication with Congress and relaying critical legislative information to members are both key elements. The Association's Legislative Steering Committee serves as both a watchdog for the organization and the initiator of legislative activities at the national and grassroots levels.

Considering these benefits, all NOICC/SOICC staff should think seriously about becoming a part of IAPES. More than ever in the coming year, NOICC and SOICC issues will be recognized by IAPES. You can be assured that, with your support of the association, you in turn will be actively backed by IAPES!

## NOICC: PLANNING FOR THE NEXT FIVE YEARS

Juliette N. Lester, Walton Webb, Jim Woods
Dr. Harvey Ollis, Carol Kososki

Juliette N. Lester, NOICC Executive Director, introduced the first draft of the NOICC long range plan. She emphasized that it is intended as a guide to set forth long-term strategies allowing NOICC to pursue its objectives in an organized and consistent way. The plan is a dynamic instrument, that to be effective, must assist the network in interpreting its mandates in a manner responsive to the changing environment. The plan reflects the need for the network to go beyond its mandates and to aggressively identify critical issue areas such as displaced workers, welfare reform, and economic development, and ways in which the network can address them through the use of occupational and career information. Mrs. Lester indicated that the plan is scheduled for release in the Fall of 1987 and hopefully would prove useful to States in developing and reviewing their own long term initiatives.

An outline of the structure of the plan was provided, highlighting its five major components:

I. NOICC Mandates and Mission
II. NOICC Program Areas and Accomplishments
III. NOICC Programs and Activities
IV. Issue Areas
V. Appendix - NOICC Program Fact Sheets

Section III outlines proposed activities for major NOICC programs. Activities are shown in two categories: (1) efforts that maintain or improve existing systems and projects, and (2) new efforts that are responsive to new and emerging critical issue areas.

The Basic Assistance Grant (BAG) program can serve as an instrument to implement some components of the long range plan and to take on new initiatives and enhance existing programs. The use of incentives in the PY 1987 BAG to continue ICDM efforts and to implement new modules for the Micro-OIS were cited as two examples of this role. This plan reflects the need for new training initiatives and the use of new technology to assist in reaching out to a wider audience.

Carol Kososki outlined the process to develop the plan, citing the strong involvement of State personnel from a number of different agencies who are serving on the NOICC resource group and who had provided initial input to the plan. Reviews of the plan should focus on priorities so that the plan can be realistically implemented within budget constraints. She closed the panel with an emphatic charge to the States, stressing the plan, providing not only changes to the existing materials but adding new ideas as well.

## CAREER CHOICE ISN'T WHAT IT USED TO BE

H. B. Gelatt

In today's information-rich society, there is more information available than ever before; you can get it faster and in multi-dimensions. Information takes on the quality of the divine. We worship information and see it as our salvation. But improving career decision making will require more than more information. We need different information and different decision making for three reasons:

1. The only thing that is certain today is change. Even the future isn't what it used to be. Therefore, the future needs to be invented. Information must help decision makers become more inventive.

2. There is no such thing as "innocent information." The mind's eye isn't what it used to be. People don't process information rationally; they "see what they already believe." Therefore, we need to make information more enlightening to the mind's eye.

3. More information = more uncertainty. Information-rich is not know-how-wealthy. Decision making isn't what it used to be. Therefore, we need new decision making know-how in the absence of certainty.

Career development, like life, is a journey, not a destination. Decision making is different when you focus on the career process rather than the career outcome. We have tried to make people think like machines. Now we are trying to make machines think like people. Information doesn't make decisions, people do. People don't process like computers, and computers don't have a mind's eye.

Since everything is changing and believing is seeing, we must develop some new techniques to make information inventive and enlightening and some new career decision making techniques to deal with uncertainty and our own subjective minds.

## AN EXERCISE IN COMMUNICATIONS AND UNDERSTANDING IN THE WORKPLACE

Dr. Art Terry

The purpose of this exercise was to heighten participants' understanding of the interrelationships between personality types and communications. The Myers-Briggs Type Indicator (MBTI) is a widely-used measure of personality dispositions and preferences based on Jung's theory of types. Participants were given the opportunity to take the MBTI prior to the conference and received their results during this exercise. The idea of taking a personality inventory was chosen because we all face challenges in communicating across organizational units and occupational groups, to a large extent because of our varying personality types.

The MBTI was selected as a basis for the session because (1) it is interesting and non-threatening to the individual taking it; (2) it is widely used in executive and organizational development activities; and (3) it does not purport to differentiate between what is a "good" and a "bad" personality type. It categorizes personalities into 16 types based on responses to 126 questions on the inventory. Types are based on combinations of Extravert/Intravert, Sensing/Intuition, Thinking/Feeling and Judgment/Perception.

After an overview of the MBTI by Art Terry, participants broke into small groups to explore the MBTI in greater detail. Facilitators used case studies to illustrate how personality types affect decision-making and other workplace activities.

Myers-Briggs materials were provided by Consulting Psychologists Press, Inc. of Palo Alto, California. The Center for Applications of Psychological Type, Gainesville, Florida, donated scoring services for the MBTI.

## STUDENTS' BIGGEST DECISIONS
Judith M. Garcia

Judith Garcia, a finalist in NASA's "Teacher in Space" project, stated that teachers and counselors are falling behind in the race to give students information on careers in aerospace, science and technology. The pace of technological change is so rapid that students and educators face increasing difficulties planning careers.

She suggested that there should be a nationwide high-technology job data bank that teachers, counselors and students could tap. It would link existing technology, including television and computers, to provide information on jobs in scientific and technological fields.

She stressed the importance of cooperation among government, schools and business to pull together career information programs to bring more career information to all the nation's schools. This effort would include lesson plans that could be adapted to local needs and facilities and videotapes to teach science and mathematics as they relate to careers.

## REPORT ON TRAINING WORKSHOPS: USING LABOR MARKET INFORMATION IN CAREER EXPLORATION AND DECISION MAKING
Valerie Lloyd and James Benshoff

James Benshoff from AACD reported on the first year of the "Preservice ICDM" project. Twelve one-day workshops were conducted at locations throughout the U.S. from December 1986 through May 1987. The six trainers were counselor educators (and one vocational education professor) experienced in conducting ICDM inservice workshops. Workshop attendance totalled 243, and of these, approximately 46% were counselor educators. NOICC and AACD plan to conduct a second year of workshops and are soliciting input from SOICCs and counselor education personnel interested in hosting a workshop.

For PY 1987, supplemental Basic Assistance Grant funding for ICDM inservice workshops was offered up to $2,500 per SOICC, with a one-for-one dollar match required. Twenty nine SOICCs applied to participate in the program this year. They will be provided with additional copies of the 1986 edition of the trainee's text sufficient for their estimated number of trainees while a comprehensive curriculum revision is conducted in PY 1987.

NOICC Administrative Memorandum 87-11 contains a Request for Proposals to conduct a comprehensive curriculum revision of the ICDM Inservice Program. The project will address the two major concerns reported by participating SOICCs to date: 1) there is too much information; and 2) the workshops last too long for many counselors to obtain release time from their jobs. The curriculum revision project will focus on Using Labor Market Information in Career Exploration and Decision Making: A Resource Guide as the basic text, and develop a trainee's workbook and other materials to supplement it. Names of nominees for a Project Advisory Team were solicited.

## USE OF DATA BY VOCATIONAL EDUCATION AND JOB TRAINING PARTNERSHIP ACT

Max Parker

The Carl Perkins Vocational Education Act (PVEA), Section 113(a)(3)(A - D) REQUIRES the states to perform ASSESSMENTS to determine the needs to deliver vocational education services which are contained in the State Plan.

First, and most related to the SOICC interaction, is the statement that the "...State shall- "(A) assess the current and projected occupational needs and the current and projected demand for general occupational skills within the State." The best source of current and projected occupational needs is the Micro-MATRIX or service center produced mainframe MATRIX. These are the source of data loaded in the Micro-Occupational Information System (OIS) for use by state planners in the preparation of their plans. However, we all have a vested interest in seeing that the best possible industry-by-industry growth projections are used to drive the Micro-MATRIX, or our resultant occupational projections will be garbage. The presentation of ACCURATE and RELIABLE projections with consistancy is the greatest way to foster their use in the planning process.

In Utah, we take the Population, School Enrollment, Labor Force, Industrial and Occupational projections to all nine planning areas for discussion with educational and JTPA planners, as well as County officials and Job Service Local Office managers. All are given a common base of local planning information on which to base their planning efforts. State level staff making these nine local presentations include people from: The Governor's Office of Planning and Budget; The Office of Job Training for Economic Development (JTPA); The State Office of Education (PVEA); The Department of Employment Security and the Utah SOICC. The local planners are made aware that the people who will review their plans are those who are presenting the data on which they expect local plans to be based.

## USE OF LABOR MARKET INFORMATION IN JTPA PLANNING

Linda Lee Frazier

The framework for use of Labor Market Information in JTPA program planning in Florida is the State Comprehensive Plan. The Governor's goals for employment and training programs were derived from the state plan. They are performance-based goals and direct programs to impact on high priority societal outcomes.

An additional framework for planning was provided by the State Job Training Coordinating Council. The Council directed the Service Delivery Areas and the Job Service offices to plan their activity jointly and to submit a single employment and training plan for the Service Delivery area, which addressed the Governor's goal.

Since the planning requirements were performance based and included measuring program impact on local target groups, the Bureau of Labor Market Information provided information in the form of "SDA Profiles" which described local labor market conditions and target group characteristics. A number of problems emerged in gathering target group data. Data on offenders, the handicapped, welfare recipients, for instance, are often unavailable at local levels.

## REGIONAL PLANNING AND IDENTIFICATION OF DEMAND OCCUPATIONS

Richard Froeschle

With both significant structural changes in our economy and the need to direct human resource and education clients toward areas of job opportunity, the need for LMI has never been greater. One of the most important applications of LMI is within a planning process designed to identify both demand industries and potential target occupations. Texas education and training agencies have placed a premium on coordination and regional planning with increasing emphasis on determining growth areas of the economy.

The planning process being promoted follows the same structure around which OES projections have been designed, with greater importance placed on understanding the basic structure of a local labor market, what forces could cause change, and how to anticipate that change. In support of that planning process, Texas agencies have participated in a State Plan for LMI geared toward providing those products and the analytical capability necessary to make regional planning work.

## IMPLEMENTATION OF "THE LMI SYSTEM" IN OHIO

Dixie Sommers

Environment. In late 1983, a renewed interest in Ohio labor market information was apparent. The Ohio Bureau of Employment Services (OBES) was assigned responsibility for the JTPA program and was installing a computer network across the state for use in client and financial reporting. The Bureau was also designated by the Governor as the lead LMI agency, under Section 125 of JTPA. The Ohio Career Information System was running successfully under the leadership of the Ohio Department of Education. The SOICC had done much work to develop the basic data needed for program planning and was conducting the ICDM program. However, there was nothing in place to provide information to Service Delivery Areas for program planning. The LMI Division issued hardcopy materials to the SDA's in early 1984 and began exploring opportunities to use the JTPA computer network for information delivery.

System Design Process. The LMI Division established a work group representing future users of "The LMI System" from an SDA, JTP-Ohio, the Ohio Career Information System and the Data Processing and Employment Service divisions of OBES. This group reviewed systems and sample reports from other states, identified and prioritized data items for possible inclusion in the system, stressing the need for local data. The LMI Division staff proposed system menus and report formats.

The system design includes reports on labor force data, occupations and training programs, industry employment, Job Service and unemployment insurance data. In presenting occupational demand and related training data, the system uses clusters of OES matrix and education program categories developed by the Ohio SOICC. The system includes a linkage with the Ohio Career Information System, allowing the user access to both the planning and career information components of the "OIS" from a single source.

System Development and Implementation. As the programming progressed, the LMI Division prepared a User's Guide describing the menus and reports and listing the various coding structures. The Division contracted for development of an introductory training guide, titled On Target. SDA staff assisted in the design of the training materials.

"The LMI System" was loaded on the JTPA computer network in February 1987. Training sessions were held for SDA and JTP-Ohio staff to introduce them to the system and to provide some examples of its application. The LMI System has been adopted by the Ohio SOICC as "the primary vehicle for delivering information for program planning in Ohio." The SOICC members are currently exploring options for making the system available to staff of their agencies.

Lessons Learned. Several lessons may be derived from the Ohio experience with The LMI System to date.

1. Contracting for Software. If you contract for software development, you must know exactly what you want, and you must keep on top of the details daily.

2. Limits of Hardware. Computer networks, with all their power, do have limits. In the Ohio case, there are significant limits of accessibility and storage capacity. It is important to have good management of hardware resources so the system will be used effectively.

3. Training. User training is at least as important, and perhaps more important, than the system itself. Further training on data sources and on information applications is needed.

4. Role of the SOICC. The Ohio SOICC is an excellent forum for fostering the expanded use of labor market information for planning purposes. Its members represent most of the users to be served and can play an important role in providing information support to their constituents. We are working together now for future success in providing information to a variety of users across Ohio.

## STATUS REPORT: MICROCOMPUTER BASED OCCUPATIONAL PROJECTION SYSTEM

Ron Ahlstrom

NOICC and ICESA jointly funded a feasibility study of processing occupational projections on the microcomputer in 1985. The report, prepared by the IUP Center for Community Affairs, Indiana University of Pennsylvania, concluded that a Microcomputer MATRIX System was feasible.

The Utah Department of Employment Security, in June of 1986, entered into an agreement with NOICC & ICESA to produce and distribute a microcomputer version of the Industry/Occupation MATRIX System. A subcommittee of the ICESA LMI committee was established to review the software operation and suggest modifications and enhancements to the system.

Several enhancements and modifications were incorporated into the Microcomputer system at the suggestion of the review committee. Significant input was also received from BLS staff. The Microcomputer MATRIX System underwent final review and was formally released in June of 1987.

Currently 38 states have or are scheduled to receive the system. Twenty-four states have chosen the optional installation and maintenance contract. Additional enhancements, such as VCPS confidentially screening, are planned for future release. If you have questions regarding the system, contact Ron Ahlstrom of the Utah Department of Employment Security at (801) 533-2396.

## PROGRESS REPORT: THE NATIONAL ASSESSMENT OF VOCATIONAL EDUCATION

Dr. Lana Muraskin

Section 403 of the Carl D. Perkins Vocational Education Act of 1984 mandates that the Department of Education conduct an assessment to provide "descriptions and evaluations" of vocational education delivered under the Act, the Act's effect on modernizing the nation's vocational education system, the resources needed to meet the nation's job training needs and the coordination of vocational education with employment and training activities in the states, the impact of vocational education on academic skills and employment opportunities with particular attention to individuals with limited proficiency in English, the coordination of vocational and postsecondary education for disadvantaged and handicapped individuals, the skills and competencies identified by the states to assess their vocational programs, and the effectiveness of the federal bilingual vocational training program.

To accomplish this mandate, the Department of Education has established the National Assessment of Vocational Education, housed in the Office of Planning, Budget and Evaluation. The National Assessment or NAVE, is a temporary entity which will prepare a report to Congress which is due January, 1989. The NAVE has identified five broad areas in which to conduct research. Those include:

1. Implementation of the Perkins Act: This area of research is primarily concerned with determining the direct effects of the Perkins Act on state administration of vocational education and local practice. It is also concerned with identifying the overall capacity of the state and local vocational education system to address the priorities identified in the Perkins Act, including gaining access to high quality vocational education for special populations and stimulating program improvement.

2. Conditions of Secondary Vocational Education: This area of research is primarily concerned with determining the academic and employment outcomes of secondary vocational education and examining in some depth the effects of education reform, quality of vocational programming, the changing student body and other critical factors affecting current secondary practice.

3. Vocational Education for Special Populations: This area of research highlights groups identified in the legislation as needing more and/or better services. These groups include the handicapped, the disadvantaged (including the limited English proficient--LEP), women, single parents/displaced

homemakers, adults in need of retraining and incarcerated individuals. Research will identify the extent and nature of participation by special populations in vocational education, the nature of the services special populations receive, and their achievement and employment outcomes.

4. Conditions of Postsecondary Vocational Education: This area of research will examine the effectiveness of postsecondary vocational education in delivering training and linking that training to jobs. Particular attention will be devoted to the connections between schools and employers and the effects of federal and state subsidies on education and training choices.

5. The Changing Economy and Its Skill Requirements: This area of research will examine the responsiveness of the education and training system to changes in the demographic composition of the labor force and the skills needed for employment.

## TASK FORCE ON EDUCATION REFORM
Lorraine Amico

The nation's Governors have a strong commitment to educational reform as demonstrated by the increased leadership and support they have provided for education improvement since the early 1980s. In 1986, the Governors heard testimony in a series of public hearings from teachers, principals, parents, school boards, educational organizations and researchers. Most importantly, they found a consensus among those that testified that there was a need to go beyond the first wave of reform to a more performance-based system. Toward this end, the NGA released, in 1986, Time for Results: The Governors' 1991 Report on Education, in which the Governors announced an education reform agenda that builds upon and extends states' efforts of the past 4-5 years. The report calls for results tied to significant educational improvement, but it offers more than just a unilateral challenge to educators. Along with its challenge, it proposes a bargain: in exchange for increased local accountability for student achievement and educational service improvement, the Governors offer to substantially reduce the pressure state regulation imposes on school systems.

The Governors do remember the recommendations they made last year and are implementing them. They intend to keep acting on them, for sweeping changes in the educational system will not be made overnight. The payoff from recent increases in education resources must be shown, and the benefits to society of continued increases must be clearly articulated. The overall status of state education reform is as follows:

1. Creating a more highly professional teaching force continues to dominate the state education reform agenda.

2. States are proceeding more slowly on strengthening school leadership and management than on teaching; however, these issues finally and appropriately are receiving attention by state policymakers.

3. States have been fairly quick to address helping at-risk children/youth meet higher educational standards and strengthening the mission and effectiveness of colleges/universities.

4. State technical assistance efforts reflect a variety of practices to encourage parental involvement and choice.

5. State efforts to use new technology more effectively in education are not marked by dramatic innovation, but by active and steady progress.

6. States are moving slowly to more efficiently use school facilities and to assist locals in assessing and meeting high maintenance costs.

The momentum for education reform is continuing and with public support should continue in the foreseeable future. What the Governors are doing for schools is a compelling expression of faith in the future of this country. The economic well-being of the states and their citizens is increasingly dependent upon a well-educated and highly-skilled workforce. According to New Jersey Governor Thomas H. Kean, "The state that puts the pieces together right will prevail economically and in the quality of life it can offer its citizens."

## CAREER INFORMATION & AT-RISK POPULATIONS

### BRIDGING THE GAP
Cheryl Henderson

The career information gap for at-risk populations can be bridged by reducing the failures caused by lack of support from school and family. Failures can be turned into successes through expanding career options.

There exists an increased need for career information which is underscored by social factors. Programs that impart career information must be prepared to address growing societal complexity that makes it imperative to step up the development of all human talent regardless of race, sex, ethnic origin, or handicap. No one should be denied access to information that enlarges opportunity. Education agencies must begin to design and implement learning experiences for at-risk populations that:

1. Motivate them to stay in school.
2. Expand their career options.
3. Create a thirst for postsecondary education.

Each local education agency must develop career guidance programs with specific imperatives, yet be relevant to its unique population and locale.

### WHY ARE CAREER INFORMATION SYSTEMS EFFECTIVE WITH AT-RISK YOUTH?
Dr. Bruce McKinlay

A large portion of American youth are at risk of leaving school without positive prospects for their futures. As a group, these young people are distrustful of adults, low in self-confidence, pragmatic, and pessimistic about the future. How can schools and agencies assist people with this mindset?

Many people have observed that computer-based systems of career information work well with at-risk youth. The reasons seem related to the use of computers, facts about jobs and money, the practical nature of the information, privacy of system use, and the caring nature of many staff in career information centers.

In the country, about 1,500 people in schools and agencies use the Career Information System daily with youth, including at-risk youth. In the spring of 1987, the National Career Information System and its state CIS Operators surveyed "CIS Site Coordinators." The purpose was to identify and share successful practices. The questionnaire asked the counselors, teachers, and information assistants who staff career information centers for their perceptions of the problems facing at-risk youth, the ways in which they use CIS, the best features of the system, and suggestions for improving it.

Just over 300 site coordinators had something to say about the needs of at-risk youth. Two-thirds of these coordinators were from high schools, the others from colleges and agencies. They work in eleven states, are evenly distributed among rural, suburban, and urban settings, and they use a variety of CIS materials, both computerized and manual.

The questionnaire asked CIS Site Coordinators, "What is the best thing about CIS in helping At-Risk Youth?" Their narrative responses indicate qualities of the system that appeal to these youth.

Though the system consistently gives information, not advice, the coordinators most often commented on young people "being amazed at the opportunities," and the system "giving them hope," "promoting planning," and being "encouraging." Many spoke of the information's "realistic," "factual," "concrete and current" qualities. A large number like best the user's control of the system, pointing out that people take pride in finding useful information for themselves. Still other site coordinators thought the best features were the ease with which young people operate the system and the benefits of getting information for themselves. One site coordinator summed up the system by saying, "It helps them dream realistic dreams."

While these comments pertain specifically to the Career Information System, some can probably be generalized to other good information and information systems as well. Much of the value of career information lies in its accurate and understandable character, but the way it is delivered is also important in gaining young people's confidence and motivating them to use the information. Factual information, sensitively presented, helps people not only "predict and prepare" but also "imagine and create" their own futures, to use H.B. Gelatt's terms from his conference keynote speech.

## WHAT COUNSELORS NEED TO KNOW NOW AND TOMORROW

Cal Crow

Helping people move from an industrial economy to one based on information, technology and service means more than assisting them in developing a new set of technical skills. It means preparing individuals to think and communicate differently; to anticipate events, and respond to them; to be comfortable working in groups; to handle frequent and rapid change; and

to see relationships in new ways. It means developing people who understand and are committed to the lifelong learning process; who acquire a wide array of skills and can transfer them to a variety of situations; who have higher order thinking skills; and who are risk takers.

Finally, the growing importance of information is having a significant impact throughout the world. Our success, both as a nation and as individuals will depend in large part on our ability to access and use information effectively. It is imperative that we work together to ensure that all our citizens, and particularly our youth, are developing the skills and information they will need to succeed in this rapidly changing economy and workplace.

## OCCUPATIONAL IDENTIFIER CODE ON WAGE RECORD

Max Parker indicated that the panel would review state efforts to collect occupational titles from employers utilizing Employment Service or other administrative records or forms, with a reaction from the BLS perspective. Mike McElroy would then give an update on the revisions to the Standard Industrial Classification Manual. Max explained briefly the variance in efforts now being undertaken.

## THE COLORADO/UTAH TEST
Dr. James Harris

Over the past year and a half, Colorado and Utah have been testing the concept of collecting occupational titles on the Unemployment Insurance wage report using exception reporting. The following are the findings of our studies.

1. About 58 percent of the employers would recommend collecting occupational data and about 8 percent would not.
2. About 64 percent would recommend collecting hourly wage data and about 6 percent would not.
3. With exception reporting, about 77 percent of the forms collected used less state data entry while about 14 percent use more.
4. With exception reporting, about 84 percent of the forms collected used less employer data entry, while about 6 percent used more.
5. About 95 percent of the occupations reported were coded by AUTOSOC without intervention.
6. Some employers had trouble determining hourly wages for employes paid on commission.
7. AUTOSOC administrators recommend that the system be fitted with a template for more initial matches.
8. Employer handwriting caused the majority of data entry problems.
9. Turnaround was a major issue for exception reporting, as late forms could not be returned in a timely manner.
10. The order of employes is different for different employers, i.e. alpha, SSN order, etc. This must be accounted for in exception reporting.

11. The majority of firms that use data processing for reporting or preparing reports could produce the information without major systems changes.

## THE FLORIDA OCCUPATIONAL IDENTIFIER PROJECT
Ted Bruce

The Florida Occupational Identifier Project (OIP) has evolved from a project to add an occupational identifier to the Unemployment Insurance wage record to a project which provides post-program status information for Vocational Education program completers, ex-offenders, and other employment and training target groups. The project has received a $250,000 appropriation from the legislature to expand the project to include all Vocational Education program completers for the 1986-87 school year.

The OIP matches social security numbers of program completers to the U.I wage records. Letters to employers are then generated which ask the employers to provide occupational, wage and other information for each completer. Program completer information is also matched against military records and university/community college records to gather information on those who enter the military or go on to further education.

The core idea of the project is that much of the data needed for program evaluation resides in existing data bases. The only data collected through this project pertains to occupations of former students. The reliance on existing data bases and extensive use of automation make this approach the least expensive, yet most comprehensive and complete currently available in Florida.

## THE ALASKA EXPERIENCE
Sally Saddler

During the last 14 years Alaska has implemented three separate laws that require the hiring of Alaska residents over nonresidents on publicly funded construction projects. The courts have recommended that a preponderance of evidence must be presented to demonstrate that:

1) Alaska residents are displaced by nonresidents by occupations for a specific location in the state, and that
2) Displacement results in serious social and economic ills.

Two years ago the Alaska legislature appropriated $330,000 annually to have the Alaska Department of Labor provide the necessary information. A four stage plan was developed and is currently underway. The four stages are described below.

I. <u>Analyze Displacement by Industry</u>

Twenty-three percent of all workers in Alaska during 1985 were nonresidents; they accounted for twelve percent of all wages. This was determined by crossmatching the social security numbers of workers from the employer's UI file with a unique file of Alaska residents.

II. Draft Regulations

Regulations established four criteria under which resident hire employment preferences could be implemented. Those criteria are:

* Zone of Economic Distress
* Zone of Underemployment
* Zone of Economically Disadvantaged Minority
* Zone of Economically Disadvantaged Female

III. Collect Occupational Supply and Demand Information

To collect demand information:

* Research and Analysis worked closely with Employment Security to modify the employer's quarterly contribution report. A 26 character field for an occupational code or title, and a two digit field for the area code in which the employee worked, were added to the form.

* Information packets for employers were developed by working closely with staff from the Occupational Employment Statistics program. Packets contained reporting instructions, occupations in which people are likely to be employed by each of 25 industries, lists of Standard Occupational Classification codes, titles and descriptions.

* Employers are being phased in on a three year cycle; those employers most highly impacted by nonresident workers are being phased in first.

  During the first phase 3,000 employers in oil and gas mining, food processing and construction are required to report. To date 90% of these employers have reported; they account for 80% of employment. While the law covers occupations in publicly funded construction, Alaska is collecting information from all industries because other industries employ people in occupations that occur in construction. Alaska will also use this information to monitor the impact of nonresidents in other industries and occupations to determine whether there are other problem areas.

  Occupational supply information includes Employment service applicants, unemployment insurance claimants and individuals represented by native corporation job banks. Occupational supply and demand data are then run through a series of algorithms to determine whether residents are displaced by nonresidents and if so, what percentage of new jobs on publicly funded construction projects must be reserved for residents of the area.

IV. Analyze Social and Economic Ills

Research and Analysis is in the process of collecting data from the Alaska Department of Health and Social Services which may be correlated with unemployment to indicate a causal effect on health and social well being. Data include AFDC cases, alcohol and substance abuse cases, suicides, and cases of domestic violence.

Other Uses of this Information

Assuming this resident hire law is determined to be constitutional, or that Alaska policymakers decided that it is important to continue to collect this information to identify problem areas (without necessarily enforcing a resident hire employment preference) there are other uses for this information. This information could also be used to:

* Monitor JTPA and Vocational Education Program Performance

* Provide more current and comprehensive occupational information for charting actual career paths

* Calculate rates of occupational mobility due to job turnover and use these in occupational employment projections.

## BLS U.I. CODING REACTION
Mike McElroy

My concerns about the UI occupational coding projects fall into two general categories. The first area of concern is the real threat of reduced quality or increased delinquency on Unemployment Insurance (UI) contribution reports caused by the added respondent burden of occupational information. One result of increased delinquency is an increase in the number of estimated accounts on the data file. Furthermore, there is an adverse impact on the State tax collection process when delinquency in report submittal rises. In addition, the quality of the employment and wage data decreases as additional information is added to the contribution form.

My second area of concern is with the quality of occupational data collected in this manner. The matches made by the automated occupational coding systems sometimes result in general occupational titles submitted by the employer being converted to much more specific occupational titles that are not warranted. Another data quality problem with the proposed U.I occupational collection approaches is that the employer lists all employees who worked any time during the reference quarter. This can result in distorted occupational staffing patterns in establishments and industries where high turnover occurs in particular occupational positions. For instance, a restaurant may employ several waiters/waitresses during the quarter in the same job. If that same restaurant had only one manager during the quarter, the resultant occupational ratios would be distorted.

## SIC REVISION
Mike McElroy

The Office of Management and Budget has announced final decisions on the first major revision of the Standard Industrial Classification (SIC) system since 1972. The new revision is effective January 1, 1987. One hundred fourteen of the roughly 1,000 four digit SIC industries, representing 15 percent of employment, will have component parts moving to one or more other industries for the 1987 SIC revision. The firms in these industries will be contacted by the SESA's in early 1988 to determine their proper 1987 SIC code. BLS has developed a computer system to assist the SESA's in this process. In addition, BLS will provide reference materials and training to the SESA staff on the SIC revision. The results of the revision process in the ES-202 program will be submitted to BLS from July to September 1988. The first quarter 1988 ES-202 Report will be submitted on both 1972 and 1987 code basis.

There will be additional work required by SESA's for converting occupational data to the 1987 SIC systems. The 1989 based matrix will have as input the 1985, 1986, and 1987 Occupational Employment Statistics (OES) survey round data, all on a 1972 SIC code basis. The 1991 based matrix will have as input the 1987, 1988, and 1989 survey rounds on a 1987 SIC basis. Thus, the 1987 survey round will be input to both the 1989 based matrix and the 1991 based matrix. In order to achieve this, data from the 1987 OES survey round will be resubmitted after the revision process is completed. The success of the OES conversion to the 1987 SIC codes is largely dependent upon how timely and accurately the ES-202 staff conduct the revision process.

## FROM THE LABOR MARKET TO THE CLASSROOM: A MODEL OF CURRICULUM DEVELOPMENT, IMPLEMENTATION AND EVALUATION
Chris M. Olson and Robert C. Sherer

Help to identify and use localized labor market information is available to vocational educators by contacting their SOICC. In Michigan this information is available through a mainframe data base, OPTIM, which includes supply and demand information and an Industry/Occupation Matrix. Vocational educators can identify industries which employ significant numbers of persons in jobs for which they are training. Contact can then be made with these industries to:

1. Verify that they hire people in these occupations.
2. Identify the skills they seek when hiring new employees.
3. Determine whether they are willing to participate on a program advisory committee or otherwise assist with curriculum development and/or student evaluation/assessment.

Relevant task-based curriculum can be developed utilizing the products and services of V-TECS. V-TECS is a consortium of 25 state departments of vocational education committed to:

1. Analyze occupations.
2. Develop curriculum guides.
3. Supply written and performance test items based on occupational and task analyses.

The V-TECS products include Catalogs of Performance Objectives representing approximately 175 occupational areas, Curriculum Guides, and Criterion-Referenced Test Items. All products are verified on incumbent workers. A computer can sort V-TECS tasks enhancing the ability of curriculum developers to design vocational programs to meet the local labor market needs and encouraging them to systematically assess and modify curriculum as local conditions change. The computerized V-TECS data base ODAS and state occupational information systems such as OPTIM make this possible.

Student assessment can be accomplished using the V-TECS Criterion Referenced Test Item data base, developed to measure competence in the tasks. The items are available in either hard copy or on floppy disk. There are software programs available to manage student performance using the test items.

The Michigan software allows teachers to identify the tasks in their program and receive a test with questions for those tasks. Teachers can review the test questions and delete unwanted items. The final test should contain only items the teacher feels measure competence in the tasks in the training program. A scoring service, including item analysis on the test, is provided. The item bank can also be used to evaluate the instructional program. By examining the item analysis of items on the test, teachers can identify areas where the content may not have been learned and determine the reasons why.

Good vocational program delivery can be assured by working with SOICCs to determine the needs of the labor market and by using the resources available through V-TECS to provide a valid task-based structure for the curriculum. By using the Criterion-Referenced Test Item Bank, student performance can be assessed and the quality of the training program can be assured.

## NATIONAL GUIDELINES FOR CAREER GUIDANCE STANDARDS

Dennis Steele and Lori DeRemer

The National Guidelines for Career Guidance Standards is a national effort funded by NOICC. The goal of the project is to publish guidelines and implementation materials that will assist States and local institutions to develop standards for comprehensive career guidance programs, kindergarten through adult.

The North Dakota SOICC is conducting this national project. Highlights of the presentation were: 1) importance of the SOICC's role in implementing the Guidelines within a state; 2) an overview of the national project to develop the Guidelines and implementation materials; and 3) the ongoing process in North Dakota to use the Guidelines to develop state standards.

NOICC will fund four states to develop demonstration models to test the products of this grant at the state and local level. Grants will be selected on a competitive basis and awarded October 1, 1987, for two years based on availability of funds.

## JOBS 2000 AD
Rueben Flores

Over the next 10 to 15 years, the workforce will undergo a major change in composition. Most striking will be the growth of less well educated segments of the population that have typically been the least prepared for work. The number of minority youth will increase while the total number of youth of working age will decline. The number of high school dropouts will rise, as will the number of teenage mothers. At the same time, entry level jobs will increasingly require basic, analytical, and interpersonal skills.

Will our youth be able to meet these requirements, or will they become a part of a growing underclass with no hope for employment? A videotape produced by NAB, "Jobs 2000 A.D." was shown. It featured national government and business leaders discussing these challenges to be faced in the coming years.

## NEW DEVELOPMENTS IN CAREER INFORMATION DELIVERY SYSTEMS
Janet Washbon, Marilyn Shipman and Harry Drier

Panel members represented new CIDS activities being conducted in Wisconsin and Ohio. Janet Washbon, the Administrative Director of the Wisconsin SOICC, described the new "stand-alone" version of the Wisconsin Career Information System being pilot tested at several state Employment Service offices in 1987. The Employment Service offices needed career information for their clients, but had very limited counseling staff. Working with the Wisconsin CIS and SOICC, ES personnel identified the key information needs of their clients. The Wisconsin CIS staff used this information to develop a version that was directly usable by clients and provided the critical data needed. The system may be distributed to additional Employment Service offices, if the pilot test is successful.

Marilyn Shipman explained that the Ohio State Entrepreneurship Task Force had developed an entrepreneurship directory in 1984. Where they wanted to update the directory in 1986, they worked with OCIS and NCRVE to computerize the files. Released in 1987, the Entrepreneurship file includes 700 Ohio resources that can help with business start up and operation. Ms. Shipman showed a sample printout, and discussed the search characteristics and Users Guide. The files can be searched by special training or service wanted; by target audience (elementary or secondary students, teachers or adults); by type of professional service desired (training, counseling, speakers); by type of product (pamphlets, audiovisual materials, computer software) and whether the product is available on loan, at no cost or for purchase; by type of organization the resources are affiliated with (college, public service agencies); and by county in Ohio. She also showed new posters used to advertise the file.

Harry Drier of NCRVE described the entrepreneur data base, which provides information on organizations and programs offering local entrepreneurship education, training and assistance services. It identifies local resources which will help those who are interested in starting or improving the operation of their business. He distributed a packet of brochures and

information on a variety of resources and services available through NCRVE, focusing on entrepreneurship, career guidance, counseling and information and school-to work transitions.

## AT-RISK POPULATIONS

Ronald E. Kutscher

The Bureau of Labor Statistics recently released economic and employment projections to 2000, which were summarized in this presentation. Detailed projections will be included in the September 1987 Monthly Labor Review.

The U.S. labor force is projected to expand by nearly 21 million over the 1986-2000 period. However, this 18% expansion represents a continued slowing in the rate of labor force growth, a pattern which began in the late 1970s and results from the fewer births which prevailed from the mid-1960s until the late 1970s.

In addition, the labor force is projected to become increasingly minority and female. Women are projected to account for 63% of labor force growth; blacks will account for 17%; Hispanics for 29% and Asians and other racial groups for 11%. Also important changes in the age composition of the workforce are expected. The share of the workforce 16-34 years old is projected to decline over the period to 2000, while the share of 35-54 year olds in the labor force is expected to increase.

In employment terms the U.S. economy is projected to add nearly 21 million jobs during the 1986-2000 period. Over this period goods-producing industries are expected to show almost no aggregate change. Although construction is projected to increase by about 900,000 that is offset by a projected 800,000 decline in manufacturing jobs. Consequently, all of the projected growth in employment will fall into the service-producing industries. Particularly important in the service-producing sector's projected employment growth are wholesale and retail trade, finance, insurance, real estate, health, business services and State and local government.

From an occupational viewpoint, rapid growth is expected in five occupational groups--technicians, service workers, professional, sales and executive, administrative and managerial. Two occupational groups are projected to decline absolutely--private household workers and farming, forestry and fishing workers. Other occupational groups are projected to have slow or below-average growth over the 1986-2000 period.

Two special analyses were performed on these projections. Occupations were grouped into three broad categories by the prevalent education level of workers in those occupations in 1986. The groups were those jobs where at least one year of college, high school completion and less than high school education currently prevalent. The 1986-2000 projected occupational changes were compared for each of these three broad groups. Analysis showed that the share of jobs is projected to increase in the highest educational level group, to decline slightly in the second educational group and to decline the most in the group of occupations in the lowest education level.

The second analysis that was performed with this set of projections was to show the share of jobs currently held by blacks, Hispanics and women and to compare that to the projected 1986-2000 occupational employment change. Blacks and Hispanics were shown to be underrepresented in almost all of the rapidly growing occupations and overrepresented in almost all of the slow-growing or declining occupations. When that analysis was done for women, the imbalances were not nearly as great. However, women are underrepresented in the rapidly growing natural scientists category and overrepresented in the slow-growing clerical worker group.

## USE OF DATA BY ECONOMIC DEVELOPMENT
## BUSINESS EXPANSION/CONTRACTION DATA AND ECONOMIC DEVELOPMENT

Tom Lynch

The use of business expansion/contraction data extracted from UI administrative records as part of the development of a set of integrated economic development strategies was discussed.

Several national and State studies have been conducted recently to measure the extent of job gains from business start-ups and expansions and job losses from business closures and industry contractions. These studies have prompted many questions about the applicability of their major conclusion to the State of Oregon and its local labor market areas. The demand for answers to these questions by the Joint Legislative Trade and Economic Committee led to the study that was recently completed in Oregon.

The data and analysis generated by this study will be combined with three major studies to develop strategies in Oregon which:

- retain and/or assist expansion of established Oregon industries;
- provide start-up assistance for new business ventures;
- assist in the recruitment of national and international businesses, and;
- provide assistance to local governments and economic development organizations.

These projects inaugurate a joint state/local ongoing economic research and technical assistance effort that supports the state's economic marketing, business and community assistance programs.

## MEETING THE LABOR MARKET INFORMATION DEMANDS OF ECONOMIC AND INDUSTRIAL DEVELOPMENT REQUESTS IN MAINE

Ray A. Fongemie

This presentation covered the process of a Labor Market Analyst in Maine responding to information requests for economic or industrial development. Last year the Labor Market Information Field Services staff answered over 3,000 requests of various types, many from employers looking to expand or relocate. Others requested information for product development or market purposes. The field services people provided support and assisted in such areas as wage studies, occupational employment statistics, industry employment analysis, and various requirements of the Census Data Center Program.

Let us look at the process. A typical request may start with a telephone call or correspondence. The employer or economic development contact may be either very sophisticated and specific as to their need or very vague. There are times when the information they are seeking is not available for a small area or even the state, but in these cases, we find helpful substitutes.

Where the information needed is only vaguely identified, we work to obtain clarification by asking more questions and offering information to let them know what is available. Some persons or groups must maintain confidentiality and we then work on certain very specific questions. Others will be very candid and tell us in detail why they are looking for certain pieces of information, but ask that we keep their request confidential.

Mr. Fongemie described a typical packaged response from the LMI people to an employer. The request was from Tyler Ergonomics, Inc., which wished to relocate their manufacturing operations from another state to Portland, Maine. They wanted very specific information on labor supply, wages, economic conditions, etc. and information on government-sponsored training programs. To provide Tyler Ergonomics with effective answers required the LMI people to explain the employer services of the Maine Job Service and the training program delivery capacity of the Cumberland County Training Resource Center. They apprised Tyler Ergonomics about the assistance the Maine State Development Office could potentially provide. Special computer runs on the Maine Job Service active applicant file were made and staff contacted the Maine SOICC for information on vocational school graduates in selected occupations, and retrieved other information directly from "LABORNET," an electronic data retrieval system. What Maine tries to do is bring together the various units within the Maine Department of Labor and others in state government into an effective LMI package.

An important part of the process is the appearance of the packaged response. The sample package is well-organized, has a professional appearance, and is tailored especially for Tyler Ergonomics, Inc. The business card of the labor market analyst responsible for this response is attached to the inside bottom flap of the folder. The information brochures are on one side of the folder -- placed in a neat and orderly fashion, while the correspondence and labor data responses are neatly placed in the left panel of the folder. The LMI data response is prepared on good quality preprinted stationery, offering color and attractive designs. A great deal of effort goes into producing good data, and maintaining professional looking packages is an important part of LMI.

## MISSOURI ECONOMIC DEVELOPMENT INFORMATION SYSTEM
Kay Raithel

The Missouri SOICC has had a long working relationship with Missouri's Department of Economic Development. However, the addition of the Department as a statutory member of the MOICC in 1984 and the election of the Department's representative to the chairmanship of the MOICC in 1985, enhanced their linkage with the other MOICC member agencies.

The Department has expressed the need for a number of different data items to utilize in their presentations to prospective Missouri employers. As the JTPA Section 125 designated agency, the MOICC developed a chart of the human resource and economic information data base for Missouri. The staff of the Department utilized this data base chart and the MOICC forum to obtain much of the information needed from the MOICC and its member agencies to input into their Missouri Economic Development Information System (MEDIS).

MEDIS is an on-line mainframe system which is accessed via stationary and portable terminals from anywhere in Missouri, the U.S., and the world. The Department has taken portable terminals to Japan and Korea and utilized the system for presentations to prospects in those countries. When completed, the system will offer 15 separate data bases with information essential to the business facility planning process. Currently operational data bases include available buildings and sites, labor, taxes, utility costs, construction and lease costs and cost of living. Data bases currently under development include training and education, transportation costs, and community profiles.

The MOICC does not claim credit for the MEDIS, and we provide no funding to the project. However, the MOICC member agencies provided data and technical expertise to the project and all MOICC member agencies and their local counterparts have access to the system free of charge.

## CONGRESSIONAL PERSPECTIVE ON EDUCATION AND TRAINING: HOW TO MEET THE CHALLENGE OF CHANGE

Mary Tompkins

Mary Tompkins presented an overview of the current authorization and appropriation processes including an update on Gramm-Rudman-Hollings. The session also included a discussion of relevant legislative efforts, Senator Hollings' support for education, and how Network members can demonstrate support for their programs.

## PLANNING FOR AND MANAGING CHANGE: NEW DEMANDS, NEW DIRECTIONS

Excerpts of Remarks by Juliette Noone Lester

***The development of the National Occupational Information Coordinating Committee (NOICC) and the State Occupational Information Coordinating Committee (SOICC's) over the past ten years has taken place within a dramatically changing environment, and the future holds promise for new demands and new directions. This presentation traced NOICC's continuing development against the backdrop of a constantly changing environment and focused on meeting the challenge of change.***

The Tenth Anniversary of the NOICC/SOICC Network provides us with an ideal opportunity to consider not only our past, but our future. Although NOICC/SOICC accomplishments over the past ten years have been significant, we are now facing new challenges. The increase in the overall size and complexity of the labor force, the increase in the number of women and minorities in the labor market and our aging population are changing our Nation's work force. Technological change and global competition as well as changing demographics must be considered.

-30-

I would like to briefly review key years in the development of the NOICC/SOICC Network: a) 1976, the Education Amendment(s) was passed by Congress establishing NOICC and the SOICC's; b) 1979, NOICC funded 11 SOICC's to support developmental work on an Occupational Information System (OIS) and 11 SOICC's to establish Career Information Delivery systems (CIDS); c) 1981, NOICC released the OIS Handbook providing detailed information and guidance for establishing an OIS, and the Inservice Improve Career Decision Making (ICDM) program was launched for practicing counselors; d) 1982, Job Training Partnership Act (JTPA) was passed increasing NOICC and SOICC Committee membership and establishing a broader, more comprehensive basis for NOICC and SOICC activities; e) 1984, the Military Occupational and Training Data (MOTD) was published. Nineteen CIDS have received funding through a joint Department of Defense and NOICC program to integrate MOTD into their systems. Also, the Carl Perkins Vocational Education Act (CPVEA) was passed, again expanding the NOICC membership; and f) 1986, NOICC began the development of National Guidelines for Career Development Standards.

NOICC and SOICC's have been and are taking specific steps to address the occupational information needs of our changing economy and labor market. We are continuing to refine occupational information systems: currently 35 states are using a microcomputer-based OIS. There are now 46 statewide CIDS in operation, providing occupational and educational information to youth and adults making career decisions. More than 13,000 counselors in 5 States and territories have received inservice training through the ICDM program conducted by SOICC's. This year American Association for Counseling and Development (AACD) and NOICC jointly sponsored 12 one-day workshops for counselor educators on a new Preservice ICDM text. Approximately 250 individuals were trained in the use of labor market information in career counseling in these latter workshops.

We cannot rest on previous accomplishments--the NOICC/SOICC Network must seize the initiative and take a leadership role in addressing changing occupational information needs of our society. We have a major role to play in helping to provide at-risk young people with a better future and to make a positive impact on our economy and our Nation; in helping educators plan their curricula so that they will be relevant to the needs of their students; in helping our states plan job training programs that will meet the needs of individuals as well as the state and local economy; and in helping vocational rehabilitation and vocational education specialists assist their clients in finding a productive place in the labor market.

But in order to accomplish all this, we must learn to be what Rosabeth Moss Kanter calls "Change Masters." "Change Masters," she says, are "those people and organizations adept at the art of anticipating the need for, and or leading productive change." In her book Change Masters: Innovation for Productivity in the American Corporation, Kanter stresses the importance that organizations need to place on fostering the entrepreneurial spirit.

Like entrepreneurs, we too must be risk-takers guided by a view toward the future and what we have learned from our past. Our success will be measured by how we manage change and meet the needs of the future and not on our past accomplishments in coordinating occupational information.

I believe we need to focus our attention on four agenda items that will help us in the Network develop the art of anticipating the need for productive change: 1) encourage the spirit of risk-taking and leadership; 2) develop strategic long-range plans for dealing with change; 3) recognize that operating in a new changing environment requires flexibility and innovation; and 4) create dissemination mechanisms that promote the exchange and free flow of ideas.

TENTH ANNIVERSARY AWARDS

## TENTH ANNIVERSARY AWARDS

*Presented by Juliette N. Lester, Executive Director, National Occupational Information Coordinating Committee, July 28, 1987, Portland Oregon.*

I am continuing the NOICC tradition of recognizing exceptional effort and accomplishment on the part of SOICC Directors, and also by our colleagues in the field of occupational information. The NOICC/SOICC network has been in operation since 1977. Therefore, this year, I will be presenting six NOICC Tenth Year Anniversary Certificates of Award to persons who have made outstanding contributions toward achieving the goals and objectives of the NOICC/SOICC network.

The awards for SOICC Directors are divided into four categories: one is for overall NOICC/SOICC Network Leadership and Support; a second is for Innovative Ideas and Activities in Support of the NOICC/SOICC Mission; a third is for Special Achievement in the Development and Delivery of Information for Program Planners and Administrators; the fourth is for Special Achievement in the Development and Delivery of Career Information. I will also be presenting two Contributors Awards in recognition of significant contributions to the goals of the NOICC/SOICC network by colleagues from the fields of occupational, labor market and career information.

We are considering the notion of adding an award for a new category in future years, that of Special Recognition for Cooperative Effort and Achievement by a SOICC Committee. This award would go to all the member agency representatives on the committee of a State that has achieved outstanding results while working through the sometimes cumbersome committee structure. We recognize, however, that the criteria and procedures for selecting the award recipient must be carefully thought out. Therefore, during the coming year, I will be seeking your input in developing those criteria and nomination procedures.

I would now like to present the NOICC Tenth Year Anniversary Certificates of Award. I would ask that each recipient come forward after I announce his or her name.

The award for NOICC/SOICC Network Leadership and Support goes to **Carol Kososki**, Director of the South Carolina SOICC. Carol is an effective communicator, quick to see and grasp opportunities, and able to take the lead in efforts to gain recognition and support for the network when it is most needed. She is a catalyst, calling others to action, infusing them with her energy and conviction. Carol Kososki helps to keep us all informed and encourages us to be informative to key people about the accomplishments and the further needs of the network.

The award for Innovative Ideas and Activities in Support of the NOICC/SOICC Mission goes to **James Harris**, Director of the Colorado SOICC. Jim has a can-do spirit and is always in the vanguard of exploring the possible applications of new computer technology in relation to his work as a SOICC director. Jim's innovative ideas and activities include the Audiovisual Career Enhancement (ACE) project, and the Community Profiles features of the Colorado occupational information system, which permits users to specify the

size of the geographic area for which they want data presented. In addition, Jim has been instrumental in bringing together a number of different data bases to better serve economic development efforts in Colorado. One of his latest ideas is the use of artificial intelligence capabilities in computers to devise an "expert system" or decision-making routine for the OIS. We are sure that this idea will not lie fallow, knowing that Jim Harris is behind it.

The award for Special Achievement in the Development and Delivery of Information for Program Planners and Administrators goes to Fritz Fichtner, Director of the Pennsylvania SOICC, for his outstanding work in implementing the Microcomputer Occupational Information System in his State. Mr. Fichtner was instrumental in enhancing the Micro-OIS system through the design and development of a new module, the Training Directory--or School/Program Inventory--which contains and displays information on education and training program offerings by area of the State, and name and type of offering institution. He was also involved in the development and implementation of the Occupation/Industry module for the Micro-OIS. Fritz considers the OIS something to use, not something to have. Thus, he has sought, through concerted dissemination and training efforts, to ensure that the Micro-OIS is actually used and useful. To obtain an assessment of user attitudes about the system, he made response to a questionnaire on the system a condition of receiving updated diskettes. We are confident that the feedback obtained will be put to use in shaping future developmental work on the Micro-OIS.

The award for Special Achievement in the Development and Delivery of Career Information goes to Nancy Hargis, Executive Director of the Oregon SOICC, for her outstanding 1986 "Oregon Careers" tabloid and her extensive assistance with the evaluation of the Military Occupational and Training Data (MOTD) implementation project. Nancy also serves as the representative for SOICCs on the national committee for the Career Guidelines project. Nancy developed an innovative User's Guide to accompany the "Oregon Careers" tabloid, containing articles, activities, and descriptions of additional information resources. She has developed and nurtured a close and cooperative working relationship with the Oregon Career Information System at the state level, as well as with counselor educators in her State. Nancy Hargis is a pragmatic and hardworking individual, brings high caliber projects through to completion single-handedly, without the benefit of a single staff person.

The NOICC/SOICC network is really a combination of all those individuals and organizations who interact in one way or another with the Committees structured at the Federal and State levels. We recognize that the success of the network is tied to significant accomplishments in those allied programs. By working together, we enhance and magnify each others' accomplishments. Therefore, we would like to formally recognize some of those significant contributors.

Since 1979, NOICC has been assisting in the establishment of Statewide Career Information Delivery Systems. The network has been successful in moving from 10 such systems at that time to 47 today. However, NOICC was not the developer of such systems. Indeed, much of the original conceptualizing and development work had been done when we joined the effort. Therefore, it is a great pleasure to recognize with a Contributors Award, the professional

service and outstanding work of Bruce McKinlay, developer and director of the National Career Information System (CIS), used by his native Oregon, and by fourteen other States in the Nation. Bruce's foresight and creativity provided a model and a goal to emulate and led to the implementation of a nationwide effort to improve the delivery of career information to assist counselors and individuals in an often difficult decision-making process.

As both a matter of policy and the realities of staffing and funding, NOICC and the SOICCs are not primary data collection agencies. Our emphasis is on combining different sources of information and presenting it in such a way as to make it accessible and user-friendly to a wider audience. We could not carry out this mission without the invaluable contribution and cooperation of the research and analysis division of the State employment security agencies. Therefore, we are pleased to recognize with a Contributor's Award a particularly outstanding representative of that group, James Hanna, the chief for research and analysis in the Nevada Employment Security Department. Jim served as the chairman of the Technical Advisory Panel for the Nevada SOICC this past year. Last fall, he co-hosted one of the regional training sessions on developing industry and occupational projections, jointly sponsored by NOICC, ICESA, and NGA. To Jim and his staff, research does not mean simply turning out long tables full of numbers. Jim has written numerous research studies and articles on a range of employment and training and labor market information issues, including, for example, papers on dislocated workers and on the use of computerized databases for distributing LMI to users, and for job development efforts with employers. Jim Hanna is a model of achievement, combined with a cooperative spirit, for all of us in the field of occupational information.

NATIONAL SOICC CONFERENCE ATTENDANCE LIST

NATIONAL SOICC CONFERENCE

ATTENDANCE LIST*

July 1987

ALABAMA

Jonnie Griffin
AL State Dept.
1020 Monticello Crt.
Montgomery AL 36109
205/261-5241

Mary Louise Simms
Director
AL SOICC
Bell Bldg., #400
Montgomery AL 36130

ALASKA

Sally Saddler
AK Dept. of Labor/SOICC
P.O. Box 25501
Juneau AK 99802
907/465-4518

Janet Throwell
AK DOE
Pouch F, Goldbelt Bldg.
Juneau AK 99811

ARIZONA

Stan Butterworth
Exec. Dir.
AZ OICC
P.O. Box 6123
Phoenix AZ 85005
602/255-3680

Randy Eubank
Guidance Spec.
AZ Dept. of Education
1535 W. Jefferson St.
Phoenix AZ 85007
602/255-4365

Bill Hollenback
Vice President
AVA
P.O. Box 5767
Tucson AZ 85703
602/293-1510

Hugo Soll
Manager, OIS
AZ OICC
1300 W. Washington 3rd Fl.
Phoenix AZ 85281
602/255-3680

ARKANSAS

Coy Cozart
Chief/R & A
AR Emp. Sec.
P.O. Box 2981
Little Rock AR 72203
501/371-1541

CALIFORNIA

Sigurd Brivkalns
Exec. Dir.
CA OICC
800 Capitol Mall,MIC-67
Sacramento CA 95814
916/323-6544

Robert Ciauri
San Bruno County
Supt. of Schools
601 NE San Bernardino
San Bernardino CA 92773
714/387-4439

H. B. Gelatt
2000 Rock St., #18
Mountain View CA 94043

Gus Guichard
Sr. Vice Chancellor
CA Comm. College
1107 9th St.
Sacramento CA 95814
916/445-1606

Lisa Lee
EdITS
P.O. Box 7234
San Diego CA 92107
619/222-1666

*Participants and states are listed alphabetically.

Marcia Mahood
21 Chicory Lane
San Carlos CA 94070
415/592-1306

COLORADO

Ann Azari
CO Dept. of Labor
600 Grant, #900
Denver CO 80203
303/837-3950

James L. Harris
Director
CO SOICC
1313 Sherman, #218
Denver CO 80203

Eugene Rusho
Chief
Labor Market Information
1330 Fox Street
Denver CO 80204

Warren W. Wolff
President
WORC Corp.
1319 Spruce St., #207
Boulder CO 80302
303/449-1631

CONNECTICUT

Deborah Koval
Marketing Spec.
CT SOICC
25 Industrial Park Rd.
Middletown CT 06457
203/638-4182

DELAWARE

Janis P. McCullough
Mgr., Inf. Systems
DE SOICC
P.O. Box 9029
Newark DE 19714
302/368-6963

James McFadden
Exec. Director
DE SOICC
P.O. Box 9029
Newark DE 19714
302/368-6963

DISTRICT OF COLUMBIA

Mary Alston
Secretary
NOICC
2100 M. St. NW,#156
Washington DC 20037
202/653-5665

Lorraine Amico
Nat. Gov. Assoc.
444 N. Capitol St., #250
Washington DC 20001
202/624-5346

Marjorie Chandler
Center for Ed. Stat.
555 New Jersey A. NW,#315
Washington DC 20208
202/357-6577

Joyce Cook
Spec/Career Guid.
U.S. Ed. Dept.
400 Maryland Ave. SW
Washington DC 20202
202/732-2431

Leroy Cornelson
Director, Div. of Voc Ed.
U.S. Ed. Dept.
400 Maryland Ave., SW, #610
Washington, DC 20202
202/732-2441

Gary Crossley
ICESA/LMI Res. Div.
444 N. Capitol St. NW
Washington DC 20001
202/628-5588

David Fretwell
Dev. Asst. Advisor
Bureau of Int. Affairs, US DOL
RS 5006
Washington DC 20210
202/523-8954

Pamela Frugoli
OIS Spec.
NOICC
2100 M. St., NW #156
Washington DC 20037
202/653-5665

Judith Garcia
NASA
Code XEE
Washington DC 20546
202/453-8393

Gregory Knorr
E & T Adm. USDOL, #5639
200 Constitution Ave., NW
Washington DC 20210
202/535-0682

Ronald Kutscher
BLS
601 D St. NW
Washington DC 20212
202/272-5381

Juliette Lester
Executive Director
NOICC
2100 M St. N.W.,#156
Washington DC 20037
202/653-5665

Valerie Lloyd
OIS Spec.
NOICC
2100 M. St., NW, #156
Washington DC 20037
202/653-7680

James Manning
US DOL
200 Constitution A.,#54519
Washington DC 20210

Mary Beth McCormac
OIS Specialist
NOICC
2100 M. St. NW,#156
Washington DC 20037
202/653-5671

Michael P. McElroy
Sup. Economist
BLS
441 G. St. NW
Washington DC 20212
202/523-1684

Susie B. Morgan
Sup. Director
D.C. Public Sch.
2719 31st Pl, NE
Washington DC 20018
202/724-2096

Lana Muraskin
US Ed. Dept.
400 Maryland Ave, SW
Washington DC 20015
202/245-8281

Betty Nicholson
Prog. Analyst
NOICC
2100 M. St., NW #156
Washington DC 20037
202/653-5671

Harvey Ollis
NOICC
2100 M St. NW #156
Washington DC 20037
202/653-5671

Allan Olson
Advisor/Asst. Secretary
US Dept. of Commerce
Herbert Hoover Bldg.,#7808
Washington DC 20230
202/272-5382

Neal Rosenthal
Chief, Div. of Occ. Outlook
BLS
602 D St., NW, Rm. 4000 PHB
Washington DC 20212
202/272-5382

Anne Sadler
DC SOICC
500 C. St. NW,#207
Washington DC 20001
202/639-1080

Robert Schaerfl
DOL
200 Constitution Ave.
Washington DC 20210
202/535-0157

Steve Sellman
Director, Accession Policy
OASD Force Mgnt. and Personnel
The Pentagon,#2B271
Washington DC 20301

Mary Tompkins
Special Asst.
U.S. Senator Holling's Off.
125 Russell Off. Bldg.
Washington DC 20510

Louise Valentine
DC SOICC
500 C. St., NW
Washington DC 20001
202/639-1504

Walton Webb
Coord.
NOICC
2100 M. St. NW,#156
Washington DC 20037
202/653-5671

Jim Woods
Supv.
NOICC
2100 M St. NW, #156
Washington DC 20037
202/653-5665

FLORIDA

Fred Bergman
US MEPCOM
1520 N. Melrose Ave.
Round Lake Beach FL 60073

Ted Bruce
LET Mgr.
FL Dept. of Labor
1320 Exec. Ctr. Dr.,#210
Tallahassee FL 32399
904/488-1048

Linda Frazier
Chief, LMI
FL Dept. of Labor
2574 Seagate Dr.,#203
Tallahassee FL 32399
904/488-1048

Scott Gifford
Labor, Emp. and Training
FL Dept. of Labor
1320 Exec. Ctr. Dr.,#204
Tallahassee FL 32399-0690
904/487-2730

Elizabeth Handville
Editor
Careers, Inc.
P.O. Box 135
Largo FL 34294-0135
813/584-7333

Pat Schwallie-Giddis
FL DOE
Knott Bdg.
Tallahassee FL 32399
904/488-7394

Glenn Thomas
Director
CCDS
Knott Bldg.
Tallahassee FL 32301
904/488-0400

Duane Whitfield
Occupational Ident. Project
1236 F. Blountstown Hwy.
Tallahassee FL 32304
904/623-7092

GEORGIA

Jim Conkwright
GA Dept. of Education
Twin Towers East
Atlanta GA 30067
404/656-4059

Clifford Granger
Director
GA OICC
142 Marietta St. NE
Atlanta GA 30303
404/656-3177

Les Janis
GA Career Inf. System
GA State Univ.
Box 1028, Univ. Plaza
Atlanta GA 30303
404/658-3100

Chris Olson
V-TECS
795 Peachtree NE
Atlanta GA 31365

GUAM

Jose Mantanona
Director
Guam SOICC
P.O. Box 2817
Agana GM 96910
671-646-9075

William Martin
Asst. Economist
Guam Dept. of Labor
590 S. Marine Dr., Fl. 3
Tamuning GM 96911
671/646-9241

HAWAII

Jan Kinoshita
Supervisor
HI Career Inf. System
1830 Mott-Smith Dr., #A3
Honolulu HI 96822
808/548-5330

Patrick A. Stanley
Exec. Director
HI SOICC
830 Punchbowl St., #315
Honolulu HI 96813
808/548-3496

IDAHO

Charles R. Mollerup
Director
ID SOICC
650 W. State, Rm. 301
Boise ID 83720
208/334-3705

Jim Schimdt
Guidance Supv.
ID Voc. Ed.
650 W. State St.
Boise ID 83720
208/334-3217

ILLINOIS

JoAnn Amore
Meridian Ed. Corp.
205 E. Locust St.
Bloomington IL 61701
309/827-5455

Louise Bertsche
NAB
11 East Adams,#1008
Chicago IL 60603

Patti Cox
Coordinator
IL SOICC
217 E. Monroe,#203
Springfield IL 62706
217/785-0789

Sally Hawker
Operations Mgr.
IL SOICC
217 E. Monroe,#203
Springfield IL 62706
217/785-0789

Henry Jackson
Director
IL Dept. of Emp. Sec.
401 S. State St.
Chicago IL 60605
312/793-2316

Scott M. Kimmel
Asst. to the Gov.
Governor's Office
107 Stratton Off. Bldg.
Springfield IL 62706
217/782-2654

Ronald Leathers
Asst. Dean
College of Educ.
Eastern IL Univ.
Charleston IL 61920
217/581-2200

Robert Malooly
Manager
Il Dept. of Emp.
401 S. State St.
Chicago IL 60605
312/793-6255

Jan Staggs
Exec. Director
IL SOICC
217 E. Monroe,#203
Springfield IL 62706
217/785-0789

Lynn Troute
Ed. Admin.
IL State Board of Ed.
100 N. 1st St.
Springfield IL 62702
217/782-4620

Karen A. Wempen
Manager
IL Dept. of Rehab.
623 E. Adams St.
Springfield IL 62794-9429
217/787-2928

INDIANA

Theodore N. Popoff
Exec. Dir.
IN OICC
10 N. Senate Ave,#313
Indianapolis IN 46204
317/232-0173

IOWA

Steve Rosenow
Coordinator
NCSC
200 E. Grand Ave.
Des Moines IA 50309
515/281-4231

Penelope Shenk
Asst. Director
IA SOICC
200 E. Grand Ave.
Des Moines IA 50309
515/281-8075

Rodney Slack
Res. Coord.
IA OICC
200 E. Grand
Des Moines IA 50309
515/281-6357

KANSAS

Dennis Angle
Kansas Careers
KSU, Bluemont, #363
Manhatten KS 66506
913/532-6540

Cheryl Henderson
Ed. Program Spec.
KS DOE
120 E. 10th
Topeka KS 66612
913/296-2078

Randy Williams
Director
KS SOICC
401 SW Topeka Blvd.
Topeka KS 66603

KENTUCKY

Georgia Bond
KY SOICC
275 E. Main St.,2E
Frankfort KY 40621
502/564-4258

Joan Debolt
Career Info. Coord.
Systems Design Associates
405 Capitol St., #308
Charleston WV 25301
304/342-0769

Steve Hyre
Career Info. Coord.
Systems Design Associates
405 Capitol St., #308
Charleston WV 25301
304/342-0769

Don Sullivan
Coordinator
KY SOICC
275 E. Main St.-2E
Frankfort KY 40621
502/564-4258

LOUISIANA

George Glass
Coordinator
LA SOICC
1000 Scenic Hwy.
Baton Rouge LA 70804
504/342-5151

Oliver Robinson
Director, Res. and Stat.
LA Dept. of Labor
P.O. Box 94094
Baton Rouge LA 70804-9094

MAINE

Susan Brown
Exec. Dir.
ME SOICC
State House Sta. 71
Augusta ME 04333
207/289-2331

Denis E. Fortier
OIS Manager
ME SOICC
State House Sta. #71
Augusta ME 04333
207/289-2331

MARIANA ISLANDS

Maximo Olopai
N. Mariana Islands SOICC
P.O. Box 149
Saipan CM 96950

Konrad Reyes
N. Mariana Islands SOICC
P.O. Box 149
Saipan CM 96950

Donna Taitano
Program Coord.
N. Mariana Islands SOICC
P.O. Box 149
Saipan CM 96950

MARYLAND

Susan M. Hernandez
MEPS
793 Elkridge Landing Rd.,#A
Linthicum Hghts MD 21090
301/859-5459

Mary M. Walker
Comm. Cons.
NOICC
2627 Colston Dr.
Chevy Chase MD 20815
301/588-3904

Gregg Wright
Sr. Associate
Booz, Allen & Hamilton
4330 East-West Hwy.
Bethesda MD 20814
301/951-2760

MASSACHUSETTS

Marilyn Boyle
Associate Dir.
MA SOICC
CF Hurley Bldg.,2nd Fl.
Boston MA 02114
617/727-6718

Robert Vinson
Director
MA SOICC
CF Hurley Bldg.,Fl.2
Boston MA 02114

MICHIGAN

Joseph Bacinski
Research & Stat.
7310 Woodward, #520
Detroit MI 48202
313/876-5439

Gertrude Bonaparte
MI D. O. E.
Box 30009
Lansing MI 48909

Ardis Cazeno
Supervisor
MI Emp. Sec.
7310 Woodward, Rm. 422
Detroit MI 48202
313/876-5300

Richard Elliott
Sr. Analyst
MI Emp. Sec.
7310 Woodward, Rm. 422
Detroit MI 48202
313/876-5300

Von Logan
Director
Research & Stat.
7310 Woodward, #516
Detroit MI 48202
313/876-5445

Robert Sherer
Director
MI OICC
P.O. Box 30015
Lansing MI 48909
517/373-0363

William Weisgerber
MI DOE
Box 30009
Lansing MI 48909
517/373-3373

MINNESOTA

John Cosgrove
Coordinator
MN OICC
150 E. Kellogg Ave.,#690
St. Paul MN 55101
612/296-2072

MISSISSIPPI

Liz Barnett
MS OICC
P.O. Box 771
Jackson MS 39205
601/359-3412

Bill Blasingame
MS Dept./Voc. Ed.
P.O. Box 771
Jackson MS 39205
601/359-3086

Bill Caston
Exec. Dir.
MS OICC
P.O. Box 771
Jackson MS 39205
601/359-3412

John Cook
MS SOICC
P.O. Box 771
Jackson MS 39205
601/359-3412

Jerry Hatten
Dept. of Defense
MEPCOM
300 S. State
Jackson MS 39201
601/965-4715

Sherry Hobbs
Exec. Sec.
MS OICC
P.O. Box 771
Jackson MS 39205
601/359-3412

Joe McDaniel
Supv. of Voc. Guid.
MS D.O.E.
P.O. Box 771
Jackson MS 39205
601/359-3951

MISSOURI

Tammy Berg
Prog./Analyst
MO OICC
421 E. Dunklin Dt.
Jefferson City MO 65053
314/751-3800

Jim Dick
Career Success Magazine
1200 E. Hwy 210
Liberty MO 64151
800/331-2496

Kay Raithel
Director
MO OICC
421 E. Dunklin St.
Jefferson City MO 65101
314/751-3800

Tom Righthouse
Chief
Research and Analysis
P.O. Box 59
Jefferson City MO 65104
314/751-3215

MONTANA

Bob Arnold
Program Officer
MT SOICC
P.O. Box 1728
Helena MT 59624
406/444-3235

NEBRASKA

Phil Baker
NE Dept./Labor
Box 94600
Lincoln NE 68509-4600

Fay Larson
Director
NE Career Info. System
519 Nebraska Hall
Lincoln NE 68588-0552
402/472-2570

Evelyn Lavaty
NE D.O.E.
301 Centennial Mall S.
Lincoln NE 68509-4987
402/471-4811

Jan Oehm
NE Dept./Labor
Box 94600
Lincoln NE 68509-4600

NEVADA

Jim Hanna
NV ESD
500 E. Third St.
Carson City NV 89713
702/885-4550

Valorie Hopkins
Executive Director
NV SOICC
505 E. King St.
Carson City NV 89710
702/885-4577

NEW HAMPSHIRE

Gerry Hunt
Mktg. Mgr. SEP
Houghton Mifflin
P.O. Box 683
Hanover NH 03755
603/448-3838

Katrina Olin
NH SOICC
64B Old Suncock Rd.
Concord NH 03301
603/228-9500

Victor Racicot
Director
NH SOICC
64B Old Suncook Rd.
Concord NH 03301
603/228-9500

NEW JERSEY

Laurence H. Seidel
Director
NJ OICC
L & I Bldg.,CN 156
Trenton NJ 08625-0056
609/292-2682

Rebecca Shepherd
Manager
Peterson's Guides
166 Bunn Dr.
Princeton NJ 08540
609/924-5338

NEW MEXICO

Nina Bradshaw
Prog. Dev. Dir.
NM OICC
Ed. Bldg.
Santa Fe NM 87503
505/827-6646

Linda Dziak
NM Dept. of Labor
P.O. Box 1928
Albuquerque NM 87102
505/841-8404

Charles Lehman
Director
NM OICC
Box 1928
Albuquerque NM 87103
505/841-8645

NEW YORK

James Carter
Captain
Naval Reserve
607 Euclid Ave.
Elmira NY 14901
607/737-9091

Phillip Jarvis
CSG Careerware
810 Proctor Ave., Ind. Pk. Bldg.#3
Ogden NY 13669
800/267-7095

Claude Lapointe
CSG Careerware
810 Proctor Ave., Ind. Pk. Bld. #3
Ogden NY 13669
800/267-7095

David Nyhan
NY Dept. of Labor
Bldg 12,#40
Albany NY 12240

Jeremy Schrauf
Director
Div. of Research & Stat.
NYS Dept./Labor
Bldg 12, Rm. 400
Albany NY 12240-0020

Ernest Whelden
NY SED
One Commerce Plaza
Albany NY 12234
518/474-4806

NORTH CAROLINA

Duane Brown
President
NCDA
620 Bayberry Dr.
Chapel Hill NC 27514
919/966-5266

Don Carrington
Exec. Director
NC SOICC
1311 St. Mary's St.,#250
Raleigh NC 27611
919/733-6700

Bob Philbeck
Deputy Dir.
NC Voc. Rehab.
620 N. West St.
Raleigh NC 27611
919/733-5766

George Simpson
ESC of NC
P.O. Box 25903
Raleigh NC 27611

NORTH DAKOTA

Lori DeRemer
Career Info. Spec.
ND OICC
P.O. Box 1537
Bismarck ND 58502
701/224-2844

Deanne Horne
Tech. Writer
ND SOICC
P.O. Box 1537
Bismarck ND 58502
701/224-2733

Dan R. Marrs
Coordinator
ND OICC
P.O. Box 1537
Bismarck ND 58502
701/224-2733

Dennis Steele
State Supv.
ND Voc. Ed.
State Cap. Bdg. 15th Fl
Bismarck ND 58505
701/224-2288

OHIO

Lynn Brant
Manager
OH Emp. Services
145 S. Front St.
Columbus OH 43216
614/466-3817

Harry Drier
NCRVE
1960 Kenny Rd.
Columbus OH 43210-1090
614/486-3655

Rod Durgin
President
COIN
3361 Executive Pkwy.,#302
Toledo OH 43606
419/536-5353

Keith Ewald
Gen. Research Mgr.
OH DOD
P.O. Box 1001
Columbus OH 43266
614/466-2115

William Herbein
Manager
OH Rehab. Serv. Comm.
4656 Heaton Rd.
Columbus OH 43229
614/438-1292

James Pinchak
OH D.O.E.
65 S. Front St.,#904
Columbus OH 43266-0308
614/466-2095

Mark Schaff
Manager
OH SOICC
P.O. Box 1618
Columbus OH 43215

Marilyn Shipman
Supervisor
OH D.O.E.
65 S. Front St., Rm. 908
Columbus OH 43266-0308
614/466-5718

Dixie Sommers
Director, LMI Div.
OH BES
P.O. Box 1618
Columbus OH 43216
614/481-5783

Judy Wagner
NCRVE
1960 Kenny Rd.
Columbus OH 43210
800/848-4815

OKLAHOMA

Charlotte Bennett
Moore Public Schools
Moore OK 73100
405/799-1531

Clyde Bennett
OK Dept. of Commerce
6601 N. Broadway
Oklahoma City OK 73116
405/799-1531

Francis Gates
3200 Beverly Dr.
Edmund OK 73013

Danene Hartman
Coordinator
OK State Dept. of Ed.
1500 W. 7th Ave.
Stillwater OK 74074
405/377-2000

Charles Hopkins
OK State Dept. of Ed.
1500 W. 7th
Stillwater OK 74074
405/377-2000

Auther Jordan
OK Emp. Sec.
Rm. 310 Will Rogers Bldg.
Oklahoma City OK 73105
405/557-7265

J. B. Morton
NASA/AESP
1020 Brown Ave.
Stillwater OK 74075
405/377-2255

John Searle
OK SOICC
P.O. Box 25352
OK City OK 73125
405/521-3611

Foad Slyman
Director
OK SOICC
305 Will Rogers Mem'l Off. Bldg.
Oklahoma City OK 73105
405/557-7124

Gloria Weatherall
GIS Coord.
OK Emp. Sec. Dept.
305 Will Rogers Bldg.
Oklahoma City OK 73105
405/577-7124

Kenneth Wiggins
Director, NASA/AESP
OK State Univ.
300 N. Cordell hall
Stillwater OK 74078
405/624-7015

ONTARIO

Lionel Dixon
Canada Emp. & Immigration
140 Promenade Du Portage
Ottawa ON K1A0J9
819/994-6284

OREGON

David Allen
Coord., OPPS
Employment Div.
875 Union St. NE
Salem OR 97311
503/378-6400

Linda Burgin
R & S
OR Emp. Div.
875 Union St. NE,#207
Salem OR 97311
503/378-2477

John Clyde
Counselor
Chemeketa CC
P.O. Box 14007
Salem OR 97309
503/399-5120

Dan Erdmann
Software Mgr.
National CIS
1787 Agate St.
Eugene OR 97043
503/686-3872

Al Grapoli
TRACE
2300 SW 6th, #200
Portland OR 97201
503/228-4582

Nancy Hargis
Exec. Dir.
OR SOICC
875 Union St. NE
Salem OR 97311
503/378-8146

Bob Hulsey
236 SE 32nd
Portland OR 97214

Bill Lesh
Career Guid. Spec.
OR D. O. E.
700 Pringle Parkway SE
Salem OR 97310
503/378-5585

Tom Lynch
LMI Prog. Dir.
OR Emp. Div.
875 Union St. NE
Salem OR 97311
503/378-8656

Larry McClure
Prog. Dir.
NWREL
101 SW Main,#500
Portland OR 97204
503/275-9597

Bruce McKinlay
Exec. Dir.
National CIS
1787 Agate St.
Eugene OR 97043
503/686-3872

Ray Milojevich
Voc. Rehab. Couns.
OR Comm./Blind
535 SE 12th
Portland OR 97214
503/238-8375

Monty Multanen
Assoc. Supt.
OR DOE
700 Pringle Parkway SE
Salem OR 97310
503/378-2337

Don Perkins
Specialist
DOE
700 Pringle Pkwy. SE
Salem OR 97310-0290
503/378-4961

Suzanne Phelps
7001 SW 4th
Portland OR 97219

Joanne Pollack
5135 Lost Lake Rd.
Hood River OR 97031

Susan Roudebush
CIS
1787 Agate St.
Eugene OR 97403

Frank Ryals
Analyst
Employment Div.
875 Union St. NE
Salem OR 97311
503/378-6400

Roger Schoenborn
Occ. Specialist
PPS
531 SE 14th Ave.,#230
Portland OR 97214
503/280-5858

Gene Small
VALPAR
2092 E. Main St.
Hillsboro OR 97123
503/640-1729

Michael Staten
LMI Prog. Supv.
OR Emp. Div.
875 Union St. NE,#207
Salem OR 97311
503/378-2477

Sue Stegmiller
8555 NE Duddleson.
Portland OR 97220

Dwayne Stevenson
OR Emp. Div.
875 Union St. NE,#207
Salem OR 97311
503/378-2477

Jan Stiffler
OR SOICC
875 Union St. NE
Salem OR 97311

Mary Louise Sylwester
National CIS
1787 Agate St.
Eugene OR 97403

Arthur Terry
3636 Myrla Ct. S.
Salem OR 97302

Jeff Triplett
Depy. Dir., Apprentice & Trng. Div.
BLS
1400 S.W. 5th Ave.
Portland OR 97201

Cathy Williams
PPS
2235 NE 82nd
Portland OR 97220
503/280-5220

Tom Williams
Spec./Car. & Voc. Ed.
OR D.O.E.
700 Pringle Parkway, SE
Salem OR 97310
503/378-8597

PENNSYLVANIA

Fritz Fichtner
Exec. Director
PA SOICC
P.O. Box 1323
Harrisburg PA 17105
717/783-8384

John C. Meerbach
Chief, Students Serv.
PA D.O.E.
333 Market St., 5th Fl.
Harrisburg PA 17126-0333
717/783-6777

Robert Rittle
Faculty Associate
IUP Institute
213 Clark Hall, IUP
Indiana PA 15705
412/357-4529

PUERTO RICO

Rolando Alicea
Director
Dept of Labor
505 Munoz Rivera Ave.
Hato Rey PR 00918

Maribel Aviles
PR Dept. of Labor
505 Munoz Rivera St.
Hato Rey PR 00918

Ramon Diaz-Gomez
Statutory Member
PR SOICC
P.O. Box 6212
San Juan PR 00936-6212
809/753-7110

J. Hernandez-Rios
Exec. Director
Puerto Rico SOICC
P.O. Box 6212
San Juan PR 00936-6212
809/753-7110

Alba Maldonado-Diaz
Puerto Rico SOICC
P.O. Box 6212
San Juan PR 00936-6212
809/753-7110

Carmen Santamaria
Statutory Member
PR SOICC
P.O. Box 6212
San Juan PR 00936-6212
809/753-7110

Agapito Villegas
R. & G. Director
Dept. of Labor & HR
505 Munoz Rivera Ave.
Hato Rey PR 00918

RHODE ISLAND

Mildred Nichols
Exec. Director
RI SOICC
22 Hayes St.,#133
Providence RI 02908
401/272-0830

SAMOA

Teresann Taua
Acting Prog. Director
Amer. Samoa SOICC
American Samoa Govt.
Pago Pago American Samoa 96799

SOUTH CAROLINA

Robert David
Executive Director
SC ESC
1550 Gadsden St.
Columbia SC 29101
803/737-2617

Kenneth Gladden
Asst. Dir.
LMI
1550 Gadsden St.
Columbia SC 29202

Angeleen Hunter
Asst. Director
SC SOICC
P.O. Box 995
Columbia SC 29202
803/737-2733

Carol Kososki
Director
SC SOICC
P.O. Box 995
Columbia SC 29202
803/737-2733

SOUTH DAKOTA

Mary Sue Vickers
Director
SD SOICC
420 S. Roosevelt
Aberdeen SD 57402
605/622-2314

TENNESSEE

Joe Cummings
Chief, R & S
Dept. of Emp. Sec.
436 6th Ave. N., Rm. 519
Nashville TN 37219
615/741-2284

TEXAS

Michael Fernandez
TX SOICC
Rm. 526-T TEC Bldg.
15th & Congress Ave.
Austin TX 78759
512/345-6275

Richard Froeschle
TX SOICC
TEC Bldg., RM 526-T
15th & Congress Ave.
Austin TX 78778
512/463-2398

Joni Gilton
TX SOICC
TEC Bldg., Rm 526-T
15th and Congress Ave.
Austin TX 78778
512/463-2399

John Romanek
Systems Director
Univ. of Texas
Loop 1604 NW
San Antonio TX 78285
512/691-4317

UTAH

Ron Ahlstrom
Supervising Econ.
UT Emp. Sec.
174 Social Hall Ave.
Salt Lake City UT 84147
801/522-2014

Rebecca Blumenthal
Economist
UT Emp. Sec.
174 Social Hall Ave.
Salt Lake City UT 84147
801/522-2014

Lynn Jensen
Car. Ed. Spec.
State of Utah
250 E. 500 S.
Salt Lake City UT 84111
801/533-6091

Douglass Jex
MIS Coord.
Dept. of Econ. Dev.
6136 State Office Bldg.
Salt Lake City UT 84114
801/533-6569

Max Parker
Exec. Director
UT SOICC
543 E. 400 S.
Salt Lake City UT 84102-2702
801/533-2028

David Terry
Utah System/Higher Education
#3 Triad Ctr., #550
355 W. N. Temple
Salt Lake UT 84180-1205

Larry Wardle
Director
UT Emp. Sec.
174 Social Hall Ave.
Salt Lake City UT 84147
801/522-2014

VERMONT

Susan Clark
Outreach Counselor
VT Stud. Asst. Corp.
P.O. Box 2000
Winooski VT 05404
802/655-9602

Michael Griffin
Analyst
Dept. of Emp.
P.O. Box 488
Montpelier VT 05602
802/229-0311

Robert Ware
Director
Dept. of Emp.
P.O. Box 488
Montpelier VT 05602
802/229-0311

VIRGINIA

James Benshoff
AACD
5999 Stevenson Ave.
Alexandria VA 22034

Dolores Esser
LMI Mkt. Spec.
VA SOICC
703 E. Main St.
Richmond VA 23211
804/786-5881

Denise Foster
Tayloe Murphy Inst.
Univ. of VA
2015 Ivy Rd.
Charlottesville VA 22903
804/971-2661

Donna Tolson
Tayloe Murphy Inst.
Univ. of VA
2015 Ivy Rd.
Charlottesville VA 22903
804/971-2661

Jeffrey Windom
Executive Dir.
VA SOICC
P.O. Box 1358
Richmond VA 23236
804/786-7496

WASHINGTON

Cal Crow
Program Coord.
Ctr./Career & Work-Related Ed.
1920 Bigelow N.
Seattle WA 98109
206/433-8590

Rueben Flores
Regional VP
NAB
427 Skinner Bldg.
Seattle WA 98101
206/622-2531

Don Fowler
Director
Lake WA Voc. Tech.
11605 132nd NE
Kirkland WA 98034

Gale Gibson
Vertek
555 116th Ave. NE
Bellevue WA 98004
206/455-9921

Jeff Jaksich
WA Emp. Sec.
212 Maple Pk., MS KG11
Olympia WA 98504
206/438-4800

Sandra Meggert
President
Unfinished Business..
2001 Westlake N., #12
Seattle WA 98109
206/543-1792

Sylvia Milliken
40009 NE Miller Rd.
Washougal WA 97671

D. Moutsanides
Economist
E & T Adm.
909 1st Ave., #1136
Seattle WA 98174

Law Risken
Administrator
WA Voc. Rehab.
OB-21C
Olympia WA 98504
206/753-5483

Jim Rowlands
EMC Publishing
2727 31st Ave. S.
Seattle WA 98144
206/725-0851

Isiah Turner
Commissioner
WA Emp. Sec. Dept.
P.O. Box 367
Olympia WA 98504

Ted Woodhouse
Exec. Dir.
WA OICC
212 Maple Park, MS KG-11
Olympia WA 98504
206/438-4803

WEST VIRGINIA

Rex Clay
Director
WV SOICC
1600 1/2 Washington St. E.
Charleston WV 25311

David Winefordner
Director
Appalachia Ed. Lab.
P.O. Box 1348
Charleston WV 25323
304/347-0455

WISCONSIN

Janet Washbon
Director
WI SOICC
201 E. Washington Ave,#221X
Madison WI 53702
608/266-6722

WYOMING

Paul Howard
Director
WY OICC
Herschler Bldg., 2nd Fl. E.
Cheyenne WY 82002
307/777-5837

1987 NATIONAL SOICC CONFERENCE EXHIBITORS

# 1987 NATIONAL SOICC CONFERENCE EXHIBITORS

JoAnn Amore
Meridian Education Corporation
205 E. Locust Street
Bloomington, IL 61701
(309) 827-5455

Dennis Angle
ACE Distribution Service
363 Bluemont Hall
Kansas State University
Manhattan, KS 66506
(913) 532-6540

Marc Bourret
Regional Marketing Manager
USA Today
3908 148th Avenue NE
Redmond, WA 98052
(206) 882-3324

Consulting Psychologists Press
577 College Avenue
PO Box 60070
Palo Alto, CA 94306
(415) 857-1444

Lu Demersseman
Lakeshore Curriculum Materials
PO Box 6261
Carson, CA 90749
(213) 537-8600

Harry Drier
National Center for Research
in Vocational Education
1960 Kenny Road
Columbus, OH 43210
(614) 486-3655

Dan Erdmann
Bruce McKinlay
National Career Information System
1787 Agate Street
University of Oregon
Eugene, OR 97403
(503) 686-3872

Rueben Flores
Regional Vice President
National Alliance of Business
427 Skinner Building
Seattle, WA 98101
(206) 622-2531

Al Grapoli
TRACE
Comprehensive Rehabilitation Services
2300 SW Sixth Avenue, Suite 200
Portland, OR 97201
(503) 228-4582

Elizabeth Handville, Editor
Careers Inc.
PO Box 135
Largo, FL 34294
(813) 584-7333

Gerry Hunt, Marketing Manager
Education Software Division
Houghton Mifflin Company
PO Box 683
Hanover, NH 03755
(603) 448-3838

Phil Jarvis, Joyce Kinnison
Claude Lapointe, William Sloan
CSG Careerware
810 Proctor Avenue, Building #3
Ogdensburg, NY 13669
(800) 267-7095

Lisa Lee
EdITS
PO Box 7234
San Diego, CA 92107
(619) 222-1666

Larry McClure
Northwest Regional Educational Laboratory
101 South Main Street
Suite 500
Portland, OR 97204
(503) 275-9597

Maria Mejorado, Assistant Director
DISCOVER for Schools
American College Testing
701 Howe Avenue, Suite H-58
Sacramento, CA 95825
(916) 921-2323

Chris Olson
V-TECS
795 Peachtree Street NE
Atlanta, GA 30365
(404) 897-6158

Jim Rowlands
EMC Publishing
2727 31st Avenue South
Seattle, WA 98144
(206) 725-0851

Rebecca Shepherd
Peterson's Guides
PO Box 2123
Princeton, NJ 08540
(609) 924-5338

Gene Small
VALPAR
2092 E. Main Street
Hillsboro, OR 97123
(503) 640-1729

Judith Ward
Educational Testing Service
1947 Center Street
Berkeley, CA 94704
(415) 849-0950

Warren Wolff
WORC Corp.
1319 Spruce Street, Suite 207
Boulder, CO 80302
(303) 449-1631

1987 NATIONAL SOICC CONFERENCE PROGRAM

# KEYNOTE SPEAKER

**DR. H. B. GELATT**

Dr. H. B. Gelatt is a nationally-known author of counseling and decision-making articles and books. His extensive experience includes 13 years as Director of Guidance for the Palo Alto (California) Unified School District, an author and trainer for the College Board and Senior Research Scientist for the American Institutes of Research. Dr. Gelatt's background also includes teaching at the secondary, college and graduate levels.

He is currently an independent consultant. He has recently served as Director of the Future Directions of Guidance Project for the H. B. McDaniel Foundation and as consultant to Project LEARN of the Kellogg Foundation, Counselor Training Component. He has been a consultant to the California State Department of Education and to several California county offices of education, as well as to school districts.

He recently completed a series of statewide workshops for teachers, counselors and librarians on Improved Career Decision-Making for the California Occupational Information Coordinating Committee and California Youth Authority.

Dr. Gelatt is a licensed psychologist with the State of California. He received his Bachelor's degree in psychology from San Jose State University and his Master's degree and doctorate in counseling from Stanford University.



# PROGRAM DESCRIPTIONS

**SUNDAY, JULY 26, 1987**

**6—8pm** Conference Registration

**MONDAY, JULY 27, 1987**

**8am—5pm** Conference Registration

**8:00am** *Juntzen Rm.*
**Bidders' Meeting for Models Using the National Guidelines for Standards**
Leaders: Walton Webb, NOICC
Dr. Mary Beth McCormac, NOICC

This workshop is designed to provide detailed information about the "National Guidelines for Career Guidance Standards" for states interested in bidding on the competitive RFP for demonstration models related to this effort. Attendees will receive a copy of the Review Plan and Plan for Implementation developed by the North Dakota SOICC.

**10:00am** Select from three concurrent sessions.

*Burnside Rm.*
**1. DoD Career Information Resources**
Leader: Dr. Anita R. Lancaster, Assistant Director, Accession Policy, U.S. Department of Defense
Speaker: Gregg Wright, Project Manager, Booz, Allen & Hamilton, Inc.

A status report on recent and ongoing projects conducted under the DoD "Military-Civilian Occupational Information Project" will be presented. Among the projects to be summarized are the ASVAB Student Workbook, the forthcoming revised edition of the *Military Career Guide*, and a new publication on *Military Career Paths*. A report on the results of a study on ways of using ASVAB records in CIDS will be given.

*Weyerhaeuser Rm.*
**2. Public Relations in a Changing Political Environment: Strategies for SOICCs**
Leader: Mary Margaret Walker, NOICC

Public relations is the process of creating a climate in a community so that the programs and goals of an organization are known, understood and supported. This presentation will focus on communication strategies SOICCs can use to gain visibility and promote the use of occupational information in their states and regions. These strategies will help SOICCs become more visible and active participants in the effort to find solutions to the social and economic problems of their states.

## MONDAY, JULY 27, 1987 (cont.)

*Pettygrove Rm.* **3. Updating Career Exploration and Educational Planning**
Speaker: David Winefordner, Director, Division of Career Guidance, Appalachia Educational Laboratory, Inc.

The changes being made in the revision of the AEL Career Exploration and Planning Program will be reviewed. The presentation will include how these materials can be used with state CIDS and other career exploration programs.

**11:00am** Select from two concurrent sessions.

*Glisan Rm.* **1. Micro-OIS Enhancements**
Leaders: Rod Slack, Iowa SOICC
Jim Woods, NOICC
Pam Frugoli, NOICC

Two major enhancements to the Micro-OIS are featured, the Institutional Training Directory and the Industry-Employer Directory. The session will explore both the application of these modules and maintenance of the systems including an examination of the file structures. States not currently operating the Micro-OIS may also want to consider this session, since each of these modules can operate independently of the Micro-OIS.

*Weyerhaeuser Rm.* **2. Financing Strategies When Money Is Tight**
Leaders: Glenn Thomas, Director, Florida Center for Career Development Services
Robert E. "Jack" David, Executive Director, South Carolina Employment Security Commission

The key to obtaining program funding is promising and delivering return on investment. The speakers will stress that there is a big difference between supporting your program and investing in it.

**NOON** SOICCs Lunch on your own

*Clark Rm.* National Association of State Career Development/Guidance Supervisors (NASCD/GS) Luncheon, Business and Committee Meetings
Luncheon Sponsored by Meridian Education Corporation
Leader: Dr. Evelyn Lavaty, President NASCD/GS

**1:30pm** **Select from four concurrent sessions.**

*Burnside Rm.* **1. Planning for the Future: Simulation Modeling**
Leader: Dr. Jim Harris, SOICC Director, Colorado

Data are not enough. SOICCs must now provide valid ways to understand massive amounts of information which may seem to conflict. This session will introduce simulation modeling as a tool for SOICCs.

*Weyerhaeuser Rm.* **2. Naval Reserve/Civilian Training Project**
Leader: Dr. Harvey Ollis, NOICC
Speakers: Captain James Carter, U.S. Naval Reserve
Dr. Robert Rittle, Indiana University of Pennsylvania
Fritz Fichtner, SOICC Director, Pennsylvania

NOICC is currently involved in a project to develop an inventory of civilian training opportunities related to Navy occupations. This informational presentation will describe how the Naval Reserve will use this inventory to identify and contact local civilian training resources.



## MONDAY, JULY 27, 1987 (cont.)

*Glisan Rm.* **3. The Future Is Now: Electronic Telecommunications**
Leader: Valerie Lloyd, NOICC
Speaker: Judy Wagner, ADVOCNET Coordinator, NCRVE

The basic how-tos of NOICC's Electronic Telecommunications Network (ETN) will be covered, including the availability of an on-line tutorial. We will also swap problems, solutions and ideas for increasing NOICC/SOICC utilization of the system.

*Lovejoy Rm.* **4. Public Relations in a Changing Political Environment: Strategies for SOICCs** (Repeat session; see description for 10:00 am session.)
Leader: Mary Margaret Walker, NOICC

**2:30pm** Break

**2:45pm** **Professional Associations: Assistance for the Future**

*Multnomah/ Clackamas Rm.*
Moderator: Joe McDaniel, Mississippi Department of Education
Panel Members: Dr. Duane Brown, President, NCDA
Dr. Bill Hollenback, Vice President, AVA Guidance Division
Sally Hawker, President, ACSCI
Kenneth T. Gladden, Legislative Chair IAPES

Professional associations face many challenges in the 1980's: maintaining and increasing membership, determining and meeting members' professional development needs and effectively placing their concerns before state and national legislative bodies. Representatives of the most important professional associations for the NOICC/SOICC Network and the Guidance Supervisors—AVA, NCDA, ACSCI, and IAPES—will discuss their organizations and membership programs.

**3:30pm** **NOICC: Planning for the Next Five Years**

*Multnomah/ Clackamas Rm.*
Introduction: Juliette N. Lester, Executive Director, NOICC
Panel Members: Walton Webb, NOICC
Jim Woods, NOICC
Dr. Harvey Ollis, NOICC
Carol Kososki, SOICC Director, South Carolina

NOICC staff are preparing a 5 year plan that presents goals, objectives and proposed year to year activities that will guide NOICC in meeting its mandates. This presentation will describe the process, participants and features of the plan.

**4:30pm** **Regional Meetings**

*Overton Rm.*
*Lovejoy Rm.*
*Pettygrove Rm.*
*Glisan Rm.*
*Flanders Rm.*
*Burnside Rm.*
*Weyerhaeuser Rm.*

These meetings will provide an opportunity for participants to gather on a geographic basis to plan future regional meetings, to discuss the roles of professional associations, projects underway and other topics of interest.

**6:00pm** Director's Reception

*Spokane Suite Rm. #256*

## TUESDAY, JULY 28, 1987

**8am—Noon** Conference Registration

**8:15am** *Weyerhaeuser Rm.*
**NASCD/GS Continental Breakfast**
Sponsored by Career Success Magazine

**9:00am** *Columbia River Ballroom*
**Welcome to Oregon**
Introductions: Nancy Hargis, SOICC Director, Oregon
Speakers: J. E. "Bud" Clark, Mayor, City of Portland
Holly Miles, Vice Chairperson, Oregon SOICC

**9:15am**
**Roll Call of the States**
Leader: Don Sullivan, SOICC Director, Kentucky

**9:45am**
**Members of the NOICC Technical Steering Group**
Introductions: Juliette N. Lester, Executive Director, NOICC
Speakers: Dr. W. S. Sellman, Director, Accession Policy, U.S. Department of Defense
Dr. LeRoy Cornelsen, Director, Division of Vocational Education, OVAE, U.S. Department of Education

*Crown Zellerbach*
**Federal Initiatives and Updates** (NASCD/GS only)
Chair: Dr. Joyce Cook, Office of Vocational & Adult Education
Among the topics to be included in this session are current legislation impacting guidance and counseling, the NCDA and AVA resolutions on funding for guidance and counseling, the status of the Guidance Supervisors' peer review system and an introduction to the post-conference workshop, "How to Serve as an Impacting Agency."

**10:15am** Break

**10:30am**
**Opening Remarks by Conference Sponsors**
Speakers: Dr. Evelyn Lavaty, President, National Association of State Career Development/Guidance Supervisors
Isiah Turner, ICESA President-Elect & Administrator, Washington State Employment Security Department
Juliette N. Lester, Executive Director, NOICC

**11:00am**
**Keynote Address: Career Choice Isn't What it Used to Be**
Speaker: Dr. H. B. Gelatt, Author, Futurist, Consultant
"What do you want to be when you grow up?" That classic career question isn't the same question it used to be. Today's society, with more information than ever before, has created more uncertainty, more change and more difficult choices. The challenge for career counselors is to help clients learn how to decide in the midst of change and uncertainty.

**NOON**
*Red Lion Ballroom East*
NOICC/SOICC AWARDS LUNCHEON (See separate program.)

*Weyerhaeuser Rm.*
NASCD/GS LUNCHEON
Topic: Critical Issues in Career Guidance & Counseling
Speaker: Dr. LeRoy Cornelsen, Director, Division of Vocational Education, OVAE
Reactor: Dr. Duane Brown, President, NCDA



## TUESDAY, JULY 28, 1987, (cont.)

**1:30pm** *Columbia River Ballroom*
**An Exercise in Communications and Understanding in the Workplace**
Leader: Dr. Arthur F. Terry, Portland State University
Facilitators: Abbie Allen
Dr. Duane Brown
Dr. Joyce Cook
Mary Cumpston
Bob Hulsey
Dr. Mary Beth McCormac
Suzanne Phelps
Joanne Pollack
Sylvia Milliken
Sue Stegmiller
This session will review participants' Myers-Briggs Type Indicator (MBTI) results and impart the conscious effort and communication challenges encountered because of varying personality types. After a large group interpretation session, small groups will simulate and problem solve workplace case studies.

**3:30pm** Break

**3:45pm** *Columbia River Ballroom*
**Wrap-Up on Communications and Understanding in the Workplace**
Speaker: Dr. H. B. Gelatt

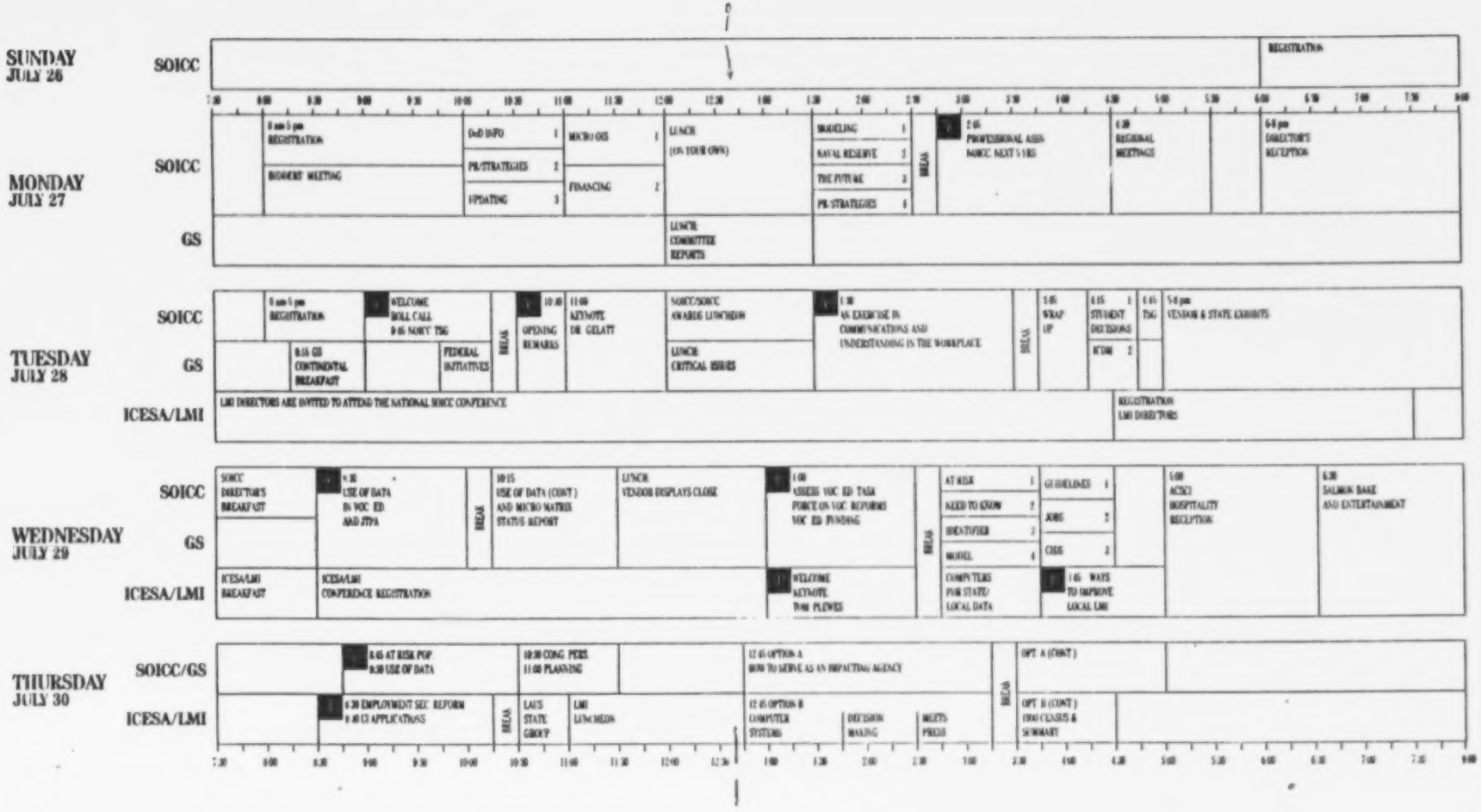
**4:15pm** *Columbia River Ballroom*
**Select from two concurrent sessions.**
**1. Students' Biggest Decisions**
Introduction: Dr. J. B. Morton, Consultant
Speaker: Judith M. Garcia, Teacher in Space Project, NASA Headquarters, Washington, D.C.
Judith Garcia will explore the gap teachers and students experience in the school environment as they try to understand the impact of rapid changes in science and technology on occupations and careers.

*Overton Rm.*
**2. Report on Training Workshops: Using Labor Market Information in Career Exploration and Decision Making**
Introduction: Valerie Lloyd, NOICC
Speaker: James Benshoff, AACD
The introduction will highlight the status of the PY 1987 Improved Career Decision Making Program and its curriculum revision project. James Benshoff will deliver AACD's report on the first year of the Preservice ICDM Counselor Educator Project, with plans for Year #2.

**4:45pm** *Crown Zellerbach Rm.*
**NOICC Technical Steering Group Meeting** (Open Meeting)
Presenters: Dr. Dennis Angle, ACE Distribution Service
Dr. Kenneth Wiggins, Director, NASA Aerospace Education Services Project

**5—8pm** *Red Lion Ballroom West*
**Vendor and State Exhibits, Hospitality Reception**

# CONFERENCE AT A GLANCE



## WEDNESDAY, JULY 29, 1987

**7:30am** SOICC Directors' Breakfast
*Multnomah Rm.*

**8:30am** **Use of Data by Vocational Education and Job Training Partnership Act**
*Washington/Clark/ Clackamas Rm.*

Moderator: Dr. James K. McFadden, SOICC Director, Delaware

Panel Members: Patti Cox, Agency Relations Coordinator, Illinois SOICC
Max Parker, SOICC Director, Utah
Linda L. Frazier, Chief, Labor Market Information, Florida Department of Labor
Richard Froeschle, Labor Market Economist, Texas SOICC
Dixie Sommers, Director, Labor Market Information Division, Ohio Bureau of Employment Services

Meeting the changing informational needs of two key constituents, vocational education and the Job Training Partnership Act requires insight and innovation. Panelists will describe specific ways they are meeting these needs in their states.

**10:00am** Break

**10:15am** **Use of Data** (con't.)

**11:00am** **Status Report—Microcomputer Based Occupational Projection System**

Speaker: Ron Ahlstrom, Utah State Employment Security Agency

This update on the Microcomputer Industry/Occupational MATRIX system will highlight its advantages to previous mainframe systems. This project has been a joint effort of the Utah Department of Employment Security, ICESA and NOICC.

**11:30am** LUNCH
*Red Lion Ballroom East*

**NOON** Vendor Displays Close

**1:00pm** **Progress Report: National Assessment of Vocational Education**
*Washington/Clark/ Clackamas Rm.*

Introduction: Monty Multanen, President, National Association of State Directors of Vocational Education

Speaker: Dr. Lana Muraskin, Senior Policy Analyst, National Assessment of Vocational Education, U.S. Department of Education

This presentation will outline the overall plan for the assessment, describe the studies undertaken to date and present some of the major research questions governing those studies. The presentation will also identify major policy issues that underlie the study.



## WEDNESDAY, JULY 29, 1987 (cont.)

**Task Force on Education Reform**

Speaker: Lorraine Amico, National Governors' Association (NGA)

State activities implementing the recommendations on public education found in the 1986 NGA report "Time for Results: The Governors' 1991 Report on Education" will be assessed in this presentation. Findings from the first of five yearly reports, entitled "Results in Education 1987," will be revealed.

**Study of Funding Patterns under the Perkins Act as they Relate to Community, Technical and Junior Colleges**

Speaker: Dr. T. Harry McKinney, University of Michigan-Flint

A report on AACJC's vocational education funding study will be given. Dr. McKinney will identify problems and possibilities in building consensus on the development of procedures for other studies of this kind.

**2:30pm** Break

**2:45pm** Select from four concurrent sessions.

*Lovejoy Rm.*

**1. Career Information and At-Risk Populations**

Speakers: Cheryl Henderson, Educational Program Specialist, Kansas Department of Education
Dr. Bruce McKinlay, Executive Director, National Career Information System, Eugene, Oregon

Cheryl Henderson will discuss bridging the career information gap for at risk populations by reducing the failures caused by lack of support from school and family. She will look at turning failures into successes through expanding career options. Bruce McKinlay will report findings from a survey to identify exemplary programs and practices involving the use of CIS with at-risk youth.

*Overton Rm.*

**2. What Counselors Need to Know Now and Tomorrow**

Leader: Ernest Whelden, Bureau of Occupational Education Program Development, New York

Speaker: Dr. Cal Crow, Program Coordinator, Center for Career & Work Related Education, Seattle, Washington

Counselors must acquire new information, develop additional skills and expand their existing perceptions if they are to help individuals function effectively in a world of rapid and frequently dramatic change. This presentation will help participants identify several significant changes requiring attention and offer suggestions for addressing them.

*Burnside Rm.*

**3. Occupational Identifier Code on Wage Record**

Leader: Max Parker, SOICC Director, Utah

Speakers: Ron Ahlstrom, Utah State Employment Security Agency
Dr. Jim Harris, SOICC Director, Colorado
Ted Bruce, SOICC Director, Florida
Sally Saddler, SOICC Director, Alaska
Mike McElroy, BLS

This panel will review state efforts to collect occupational titles from employers utilizing Employment Service or other administrative records or forms, with reactions from the BLS perspective. Mike McElroy will give an update on the revisions to the *Standard Industrial Classification Manual.*

## WEDNESDAY, JULY 29, 1987 (cont.)

*Pettygrove Rm.*

**4. From the Labor Market to the Classroom: A Model of Curriculum Development, Implementation and Evaluation**
Leader: Robert C. Sherer, SOICC Director, Michigan
Speaker: Chris Olson, Associate Professor, Michigan State University

This presentation will look at a computerized system for utilizing labor market information for the development of a relevant vocational curriculum. An on-line demonstration will be included.

**3:45pm** — **Select from three concurrent sessions.**

*Overton Rm.*

**1. National Guidelines for Career Guidance Standards**
Leaders: Dr. Mary Beth McCormac, NOICC
Dr. Dan Marrs, SOICC Director, North Dakota
Speakers: Dennis Steele, Vocational Guidance Supervisor, North Dakota
Lori DeRemer, Program Specialist, North Dakota SOICC

This workshop will provide a brief overview of the project, discuss products developed in Phase I and Phase II, and describe the objectives of the demonstration models. The workshop will highlight the efforts that have occurred in North Dakota toward implementation of comprehensive career guidance standards, kindergarten through adult.

*Pettygrove Rm.*

**2. Jobs 2000 AD**
Leader: Nancy Hargis, SOICC Director, Oregon
Speaker: Rueben Flores, Pacific Northwest Regional Vice President, National Alliance of Business

A videotape produced by NAB, "Jobs 2000 A.D." will be shown and discussed. It features Secretary of Education William Bennett, Secretary of Labor William Brock and business leaders discussing the challenges to be faced by the American labor force and education and training systems in the coming years.

*Burnside Rm.*

**3. New Developments in Career Information Delivery Systems**
Leader: Dr. Harvey Ollis, NOICC
Speakers: Janet Washbon, Administrative Director, Wisconsin SOICC
Marilyn Shipman, Ohio Career Information System
Harry Drier, NCRVE

This panel presentation reviews CIDS initiatives in two areas: a Wisconsin "stand-alone" CIDS for Employment Service offices and an Entrepreneurship data base recently developed and added to the Ohio Career Information System.

**5:00 pm** *Spokane Suite (Rm. #256)* — Hospitality Reception Sponsored by ACSCI

**6:30 pm** *Columbia River Ballroom* — SALMON BAKE AND ENTERTAINMENT



## THURSDAY, JULY 30, 1987

**8:45 am** — **At-Risk Populations**

*Washington/Clark/ Clackamas Rm.*

Speaker: Ronald Kutscher, Office of Economic Growth & Employment Projections, Bureau of Labor Statistics

Mr. Kutscher will discuss the growth of blacks and other minority groups in the labor force. He will focus on the challenges they will face to compete successfully in a labor market which continues to undergo major structural change.

**9:30 am** — **Use of Data by Economic Development**

Introduction: Allan L. Olson, Economic and Program Advisor to the Assistant Secretary, Economic Development, U.S. Department of Commerce
Moderator: Dr. James K. McFadden, SOICC Director, Delaware
Panel Members: Tom Lynch, Director, Labor Market Information, Oregon Employment Division
Raynold A. Pongemie, Director of Labor Market Information, Maine Department of Labor
Kay Raithel, SOICC Director, Missouri

Tom Lynch will discuss the use of business expansion/contraction data extracted from UI administrative records as a component of a set of integrated economic development strategies. Ray Pongemie will describe the everyday business of providing LMI services for economic development. He will present examples of persons and groups that call for LMI, what they request and how LMI units respond. Kay Raithel will discuss an online mainframe computer system, the Missouri Economic Development Information System (MEDIS).

**10:30 am** — **Congressional Perspective on Education and Training: How to Meet the Challenge of Change**

*Washington/Clark/ Clackamas Rm.*

Speaker: Mary Tompkins, Special Assistant to Senator Ernest Hollings (SC)

An overview of the current authorization and appropriation processes including an update on Gramm-Rudman-Hollings will be presented. The session also will include a discussion of relevant legislative efforts, Senator Hollings' support for education, and how Network members can demonstrate support for their programs.

**11:00 am** — **Planning for and Managing Change: New Demands, New Directions**

Speaker: Juliette N. Lester, Executive Director, NOICC

The development of NOICC and the NOICC/SOICC Network over the past ten years has taken place within a dramatically changing environment, and the future holds promise for new demands and new directions. This presentation will trace NOICC's continuing development against the backdrop of a constantly changing environment and will focus on meeting the challenge of change.